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2012-2013 District Officers

Governor Tom Currier
tcurrier@theupsstore.com

Governor-Elect Bill Clingenpeel
clingenpeel@triad.rr.com

District Secretary Leah Moretz
districtoffice@carolinakiwanis.org

District Treasurer Susan Jones
sJones@blueridgeemc.com

Immediate Past Governor Doug Day
dougday1038@gmail.com

Past Governor Todd Hildebran
gogators1@earthlink.net

Lieutenant Governors
1 Jim Wagoner
   jimwagoner2@bellsouth.net
2 Tom Walker
twalker@nctv.com
3 Anita Trescott
   amtresscott@hotmail.com
4 Jack Blank
   jblank@aol.com
5 Evelyn Hagood
   evelyn@miamiialum.org
6 Chandra West
   chandra.west@wellsfargo.com
7 Art MacCord
   amaccord@maccordmason.com
8 Nelson Young
   nelson.young@allentate.com
9 Ron Darragh
   rdarragh5721@gmail.com
10 Steve Milburn
    smilburn@aol.com
11 Richard Hamilton
   richard.hamilton@ymcatriangle.org
12 Barbara Baker
   barbarabaker11@nc.rr.com
13 Steve Stevenson
   resteve62@gmail.com
14 Ken Hutcherson
   khutcherson@wafinet.com
15 Tim Horner
   horneti@charter.net
16 Bob Hoogendonk
   wph@sc.rr.com
17 Tony Smith
   smith.janthony@gmail.com
18 Jon Hethcox
   jon.hethcox@gmail.com
19 Ellen Harward
   iltgov24@hotmail.com
20 Dean DeLong
   recycle1091@yahoo.com
21 Charlie Bowie
   lucharbo@atmc.net

SEND ARTICLES:
Leah Moretz
Carolinas District Office
7378 Junaluska Rd.
Boone, NC 28607
districtoffice
@carolinakiwanis.org

SUBMIT COPY:
Copy must be in a Microsoft Word compatible format. Photos must be 35mm or better quality (emails preferred with .jpg format). All submissions become property of the Carolinas District of Kiwanis International and will not be returned unless requested. Electronic submissions receive priority.
Dear Kiwanians,

Besides my annual resolution to take off a few pounds, my other resolution is to continue working hard to turn around our membership numbers. As I have said in previous communications, we are doing extremely well in Eliminate fundraising, and SLP growth and support. You should all be proud of those accomplishments. Our focus now has to turn to membership growth, both with new clubs and existing club membership growth.

To have existing club membership growth, your club must be active with SLP’s and service projects. Having a social once in a while also helps. Today people are looking for service more than ever and there are more organizations encouraging these individuals to come do service for their group. I believe Kiwanis, as well as other civic organizations, offer more. In addition to service we have our SLP programs, terrific kids and bugs programs, Key Leader, and most importantly, a social organization that likes to have fun.

A club must have all three components - service, Kiwanis specific student programs, and friendship - to attract new members. I would suggest, if you haven’t already done so, get the club survey from the KiwanisOne.org website and have your club members complete it. From the results, put together an action plan to work on areas that need improvement, and make sure the areas your club excels in don’t slip.

Yours in Kiwanis Service,

Tom Currier
Governor
The Winston-Salem Kiwanis Club had a booth at the Walk for Wishes on November 10th at Tanglewood Park in Clemmons, NC to help raise money for our “Tickets for Wishes” program. They sponsored Sir Purr (The mascot for the Carolina Panthers) to come and help kick off the walk and help raise funds to adopt a wish. “Tickets for Wishes” is a program to raise the $6000 to adopt a wish for a child. In April of this last year they had raised enough to adopt a wish for a young man from Lexington who wanted to go to Disney World. Charlie, that young man, and his family came to one of Winston-Salem Kiwanis’ lunch meetings to tell them about his wish, how it brought so much joy to the family, and how it helps them cope with the pressures that are associated with children who have life threatening diseases.

The club also has a partnership with “Be the Match” - a marrow donor screening program. Their events are held several times a year to help find matches for stem cell transplants for those in need. These screenings are “The Julie Walls Kiefer Memorial Marrow Donor Drive” named for one of their members, Roby Walls’ daughter, who passed away with non Hodgkin’s lymphoma in 2010.

Thinking out side the box to get new club members...
A creative way to remind us we need to do more "fishing" to grow our clubs.... have you asked someone today to join your club?

Pictured left are President Jerome Rogers and Immediate Past President Carol Austin of the Pawleys Island Club in Division 24.
A Case for the International Foundation

I’m back! For the past two years, our current Governor-Elect Bill Clingenpeel served as Kiwanis Int’l Foundation District Chair and did a fantastic job. He also served as District Treasurer. Again, he served our district well and did a super job. When he assumes the position as District Governor October 1, 2013, you can be assured that Bill will serve with distinction and honor. Thanks, Bill, for your service to the Carolinas District and for serving the children of the world!

Prior to being elected as Governor-Elect, I served as the District Chair for the International Foundation. I’m pleased to “be back” serving in this capacity. When I was appointed to this position, I recall that my first article in was about the two foundations—the Carolinas District Foundation and the Kiwanis International Foundation. While it may appear so, these two foundations are not competing with each other. The most important thing about these two foundations is that they raise money to help the children of the world and our home communities.

“The focus of the Carolinas District Foundation is to support District level operations of Sponsored Youth Programs, scholarships for Key Club and Circle K Club members, Young Children Priority One efforts, new club Children and Youth project development, and children and youth project innovation within existing clubs, divisions, regions or the district.”

Now a case for support of the Kiwanis International Foundation (KIF)- “Advances in technology and medical research in the last decade have been breathtaking, transforming the way we live. Billions of us are linked around the earth by cell phones and the internet. News of the world unfolds before our eyes, chronicled by digital and social media. We are living longer, thanks to groundbreaking medical treatments. In spite of the astounding progress, millions of children go to sleep each night, their basic needs unmet. In our local and global communities, there are children who are hungry, abused, neglected, and have inadequate or no medical care.

The Kiwanis International Foundation assists Kiwanis International in serving the children of the world. The foundation unites members of the Kiwanis family so that, together, we can address these issues and ease the suffering of the world’s children. Gifts to the foundation extend your Kiwanis impact locally and globally.

The foundation was established in 1939. For Kiwanis International’s 25th anniversary a year later, member Walter Zeller donated 25 silver dollars to be auctioned and provide the foundation’s initial funding. Since then, thanks to generous donors who have invested in its work, the foundation has grown to a multi-million dollar organization.

The International Foundation is the driving force raising funds to impact the children of the world in three ways:
- TODAY - by annual gifts supporting current initiatives & programs, including grants to Kiwanis programs.
- TOMORROW - by gifts to execute a unique initiative or special project (currently The Eliminate Project.)
- FOREVER - by deferred gifts through Kiwanians who make planned/estate gifts preserving programs as a legacy.

Every gift matters. Thus, our volunteers and staff are dedicated to fundraising practices that appropriately invite donors to invest, thank them in a timely manner, keep them informed, and result in lasting relationships.

In a world of constant change, we remain focused on carrying out our mission, strengthening our programs, and securing the resources needed to meet these challenges, and, thanks to many generous individuals, help children who have nowhere else to turn.

There are quite a number of responsibilities that go with the position of Kiwanis International Foundation District Chair. The most important one is to work with clubs and encourage them to send in the suggested $5.00 per member to the KIF. The Lt. Governors will be sent a monthly account for their clubs. You will receive updates, either in the Carolina Kiwanian, and/or CDNews.

Yours in Kiwanis Service,

Doug Day, District Chair
Kiwanis International Foundation
Plan your project:
April 6 is just a month away

Kiwanis One Day—April 6 this year—is a day of service, involving members of all Kiwanis-family clubs in communities all over the world. How are your Kiwanis One Day plans shaping up? Do you still need project ideas or inspiration on how to promote your event?

Here comes the Kiwanis One Day webinar to save the day! Watch it now—or at least soon—from the webinar library and learn how to let your community in on its best kept secret: Kiwanis.

Risk Management

After the terrible fire in Brazil, it brings again the importance of reviewing procedures when our clubs have large gatherings. A thought-out safety program can help avoid tragedy. Here are some items to evaluate:

1. Be familiar with your local fire code. Discuss with the business owner or local fire chief (especially if cooking is involved.)
2. Know the building where your event is to take place. Are the emergency exits clearly marked and clear? Be sure to keep these areas clear and uncluttered during your meeting. Are the exits unblocked during the meeting?
3. Review this information with club members and visitors at the start of the meeting so everyone is aware.

New club bylaws now ready for online submission

The new Standard Form for Club Bylaws is now available for online submission by the club secretary or club president via the KiwanisOne Club Management System. For complete details and to get started, go to www.KiwanisOne.org/newclubbylaws. All clubs are asked to adopt the new bylaws and policies by September 30, 2014.

The new online submission process walks you through four easy steps. Once submitted, your club will benefit from secure archiving and self-serve access, which gives your club the ability to check approval status and review, edit or download a copy anytime.
Before you start, be sure to review Frequently Asked Questions.

District Board Meeting Highlights

The following items were approved at the November 2012 and February 2013 Board Meetings:

- Stan Perry was approved as the 2012-13 Exofficio member of the Carolinas District Foundation.
- The 2012-13 budget was recast due to the loss of membership from the budgeted # of 6,850 to 6,500.
- Updates to the District’s Policies were approved including: Criminal Background Check Updates, Guidelines for adults working with Sponsored Programs Updates and a Policy on Conflict of Interest was added.
- $1,000 was reallocated from the Governor’s SLP Travel Line Item to the On To Int’l Convention line item.
- $11,644 was approved to be transferred to the District Reserve Account.
- Charlotte, NC was approved as the location for the 2014 District Convention.
Don’t miss out on this year’s event at YMCA Camp Thunderbird.

All students 14—18 are eligible to attend. Home schooled, Early College, Key Club Members or curious about service leadership. Scholarships are still available for all Key Club members. Additional grants may be available for District Key Club Officers.

For non-Key Club members, many Kiwanis Clubs and District Key Leader may have assistance. Please do not stay away for finances. If you are interested please contact your District Key Leader Chair Tim Horner at: hornet@charter.net.

Where is Camp Thunderbird? YMCA Camp Thunderbird is on the shores of Lake Wylie, just minutes from Charlotte, NC some average driving times? Distances for your planning: From Charleston, SC—202 mi/3 hrs.; Wilmington, NC—212 mi/3 hr. 40 min; Asheboro, NC—145 mi/2 hr. 50 min; Greenville, NC—266 mi/4 hr. 30 min; Columbia, SC—85 mi/1 hr. 30 min; Spartanburg, SC—66 mi/1 hr./30 min; Boone, NC—97 mi/2 hr.

This IS the most centrally located event in the Carolinas—Don’t wait REGISTER NOW!
There are many theories about what people want out of life, but I think Kiwanians would agree that Kiwanians join Kiwanis clubs because they want to be connected to their community. Someone asked them to join, and they said yes. Those that answered yes, and come to Kiwanis meetings and do service projects and fundraisers do so because they want to make a difference.

The big elephant in the room, the truth that no one wants to discuss, is that as humans, we are ALWAYS asking ourselves “Why am I doing this?” “How does it make me feel?” There is nothing anyone has ever done (or wanted to do) that exists for any other reason than that they wanted to feel good in the achieving of it. Great Kiwanis clubs’ members answer the “Why am I doing this?” question with “I am in Kiwanis because it fulfills me”. Not so great Kiwanis clubs’ members answer “I am in Kiwanis because I enjoyed my club in the past, and I want to make a difference, but I don’t know if this is the best place for me to contribute my time.”

Kiwanis is not just competing with all the other service clubs; Kiwanis is competing with a member’s entire life situation. For example, if a member loses his job, he might leave Kiwanis because he can no longer pay his dues. Or a member may find herself in the wonderful situation of becoming a mother and she cannot commit the time she used to to her Kiwanis club. As Kiwanis leaders, it’s our responsibility to constantly ask ourselves “What do my members want and need?” Perhaps your club could look at its policy on attendance, or create a policy on a “dues loan” until a member can come back to meetings or can afford to pay the club dues. But the bottom line is this: do your club members feel fulfilled being in your Kiwanis club?

Everything produced by Kiwanis is created to help club leaders help their members feel fulfilled. I’ve put this bulletin together to help our clubs find tools easily to keep their Kiwanis clubs strong and great.

**Step 1: Club Assessment**

Kiwanis International has a great tool—called the Club Excellence Tool—that allows clubs to do an assessment of their members. The Club Excellence Tool is an online self-evaluation survey designed to monitor the health of your club. Based on your responses, the program offers recommended improvements and resources to help you make those changes. The tool evaluates your club’s Membership Growth, Community Service, Public Relations/Marketing and Education/Member Experience.

I would love to see clubs do an assessment each year—right after club officers are elected or perhaps it should be done IN CONJUNCTION with the election process. When you have your annual meeting (between April 1 and May 15), make sure you are doing or have just done a club assessment. The results could then be shared with the board (and incoming club President). Or, following the age-old New Year’s tradition of making resolutions, what if a club did an assessment EVERY JANUARY to see where they stood? If done on an annual basis, the board could see how far they’ve come in their plan based on the previous year’s assessment.

**Step 2: Community Analysis**

The fifth object of Kiwanis is to provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service, and to build better communities. Once your club knows what its members need (or while finding out) the club should find out the community’s needs.

**Step 3: The Plan**

You’ve collected your data for both the club and the community—now it’s time to create a plan! Almost EVERY piece of Kiwanis literature available today is provided for your club to decide—is this part of our plan? Know that this is an ever-evolving process and no plan is written in stone. That said, let’s get started!
**Ideas for Growth**

**Become Member-Centric**
Are members involved? Do they know what is expected of them? Do you know how your members feel about your club? About Kiwanis? Does your club celebrate and recognize members when they renew their membership? Can your members say that your: 1) club is open to new ideas to improve membership, 2) club’s activities exceed their expectations 3) club is valuable to them 4) club’s leaders are in touch with current needs of the members? Are guest’s and invitee’s meals free? Do your dues have to include your meals? Are your projects family affairs? Have a member-centric line item in your administrative budget to cover these items.

**Date before you get married**
Often in Kiwanis we ask people to join as soon as we meet them. What if we get to know each other first? Perhaps your could have criteria that would be reached before someone joins. For example, perhaps they might do a service project or fundraiser with your club before being offered membership. Another idea is to invite groups that are already mission based (but not an organization) to work with your club as a partnership. If the fit works, you could offer membership to them and adopt their mission as one of your service projects.

**The Kiwanis Connection**
Do you have your community’s back? What about your club members? For the community, what if your Kiwanis Club was known for getting the public in touch with the community’s needs and held a volunteer fair each year? As far as club members are concerned, if club members knew that their Kiwanis Club was there to support them through the thick and the thin, do you think they would leave? This means if someone is ill, Kiwanians visit them. If someone in a member’s family dies, Kiwanians go to the funeral AND bring the casserole for later. If a Kiwanian gets a promotion, everyone celebrates with applause at the meeting. When a Kiwanian comes back to the club from a long period of ill health, members give them a standing ovation. If a Kiwanian loses his job, members are there to listen, and to support them however they can. Let’s get personal. Let’s build those enduring friendships mentioned in our objects.

**Director of Wow**
Read the book, *FISH!* and you will see that one of the key factors in turning an organization around is to make their day. “Make who’s day?” you might ask. Well, in Kiwanis you could make a Kiwanian’s day, or a speaker’s day, or a child’s day, or a partner’s day. Make it your goal to make someone’s day at each and every meeting, and I bet your club would improve. Have a committee that connects with the members—finding out their dreams—and see how Kiwanis, as a club or through networking with its members can move them toward that dream.

**Advantages of Membership**
What do you think are the advantages of membership in your club? Here are a few listed below. If you see one your club isn’t fulfilling, try something new to add it. Do you have one I haven’t mentioned below? Send it my way! (districtoffice@carolinakiwanis.org)

- Connection to the community
- Enduring Friendships
- Opportunity to grow in leadership skills
- Networking
- Mentoring for business growth
- Opportunity to bond with our children through service

**Service Ideas**
Kiwanis International has begun a [service database]. If you need an idea for service, try there!
The quickest way to get inspired about learning and sharing tips and tricks to make your Kiwanis Club great is to attend a live event. From going on an interclub (visiting another club) to attending an International Convention, you’ve got friends from one club away to all over the world.

**Interclubs**
Our district website has an area under leadership where your club can find the time and place of clubs’ meetings in your division. It’s called the online directory. (Your username and password are one and the same and are your club’s key # with a small k. For example: username; k00123, password: k00123) Contact them and plan to visit every Kiwanis club this year!

**Division Council Meetings**
About once every quarter, your division’s Lt. Governor should hold a meeting for all the clubs. This is where you can brainstorm with other clubs and talk about challenges. Contact your division’s Lt. Governor (emails listed on page 2) to find out when your next event is!

**Regional Meetings**
Each fall, the district holds educational meetings (usually about 3 hours centering around lunch or dinner) to bring up-to-date information to clubs. This meeting registration costs around $25 and is open to any and all Kiwanians.

**District Coventions & Conferences**
The district elects its upcoming leadership each August at the District Convention. Toward the middle of the Kiwanis year (hence the name MidYear) the district holds a MidYear conference to educate and inspire members as well as bring on those incoming officers with earlybird education.

**International Conventions**
Kiwanis holds an international convention in the June/July timeframe. This year it will be in Vancouver. These conventions are a great place to meet Kiwanians from all over the world! [Register now!]

**Service Leadership Programs’ Events**
Just as Kiwanis has events, so do most of our Service Leadership Programs. Aktion Club, Key Club, and Circle K have both District and International conventions, and Builders Club has a district conference. If your club sponsors one of these programs, go with your group to one of these meetings and be ready to have fun and be inspired for action!

**TIP:** Page 3 of every Carolina Kiwanian has a listing of upcoming events with dates and locations.
April 1 Deadline for Earlybird Rate

Save by registering early. Register at the preferred rates before April 1, 2013. Afraid you’ll miss registration deadlines? Subscribe to the convention email update and get reminders right in your inbox.

Speakers

John O’Leary is proof of the power of the human spirit. As a nine-year-old boy, John was burned on 100% of his body and given less than one percent to survive. He endured months in the hospital, years in therapy, dozens of surgeries, and lost all his fingers to amputation. Despite the odds, he not only survived - but thrived. John is a college graduate, business owner, hospital chaplain, international speaker, husband and father. His presentations have been described as “captivating, amazing and life-changing.” With emotional story-telling and great humor, John challenges and empowers every audience to dream again, re-ignite their passion and take positive action. John will speak during opening session.

In 1987, Rick Hansen wheeled through 34 countries in 26 months to raise awareness for people with disabilities. His inspiration continues today. In fact, the US$26 million raised during his original tour has grown to US$245 million in direct investments. Those funds have produced accomplishments ranging from the Blusson Spinal Cord Centre to a foundation, web-based accessibility ratings map, school program and more that are named for Rick. In May 2012, the Rick Hansen 25th Anniversary Relay finished retracing the Canadian segment of his original tour—this time with the participation of 7,000 people inspired by Rick’s determination to see a healthier and more inclusive world.

Rick will be the keynote speaker during the Leadership Luncheon on Thursday, June 27.

Keynote speaker Nick Katsoris, a practicing attorney, is the author of the acclaimed Loukoumi children’s book series. The main character, Loukoumi, is a little lamb who wants to make the world a better place.

Katsoris sponsors the annual Growing Up with Loukoumi Dream Day Contest, which gives kids an opportunity to spend the day in their dream careers. Past winners have witnessed the landing of a spaceship on Mars from NASA’s Mission Control, played soccer with the New York Red Bulls, cooked on the air with CBS chef Tony Tantillo and visited Rachael Ray on the set of her hit show.

Nick also rallies thousands of kids each October. On National Make a Difference Day, he sponsors Make a Difference with Loukoumi Day, which was highlighted by USA Today as one of 5 projects that truly made a difference.

Come hear Nick’s inspirational message during the Faith and Humor Breakfast on Saturday, June 29. Following breakfast, Nick will sign books in the exhibit hall.

Carolina Kiwanian 11
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:

**March 12 - Kiwanis Mystery Webinar: Things we know that you might not**
Know your stuff! Benefit from knowing more about our organization. Find out what new and exciting things are happening. A panel of seasoned Kiwanians will share what they know that you may not know and answer questions on a variety of topics.

**March 19 - FUNdraising**
The Top 25 FUNdraising ideas from across Kiwanisland. From mini to mighty, your club will be on its way to raising money, getting the Kiwanis name out in your community, and putting the FUN back in FUNdraising. Be ready to share your own Fundraiser idea (in 25 words or less).

**March 26 - Put Sizzle into your club events**
Doing the same old fundraiser, service project or meeting? Are members able to play their parts in their sleep? Time to add some spice back into those events? Hear about some great ways to add sizzle to your club's events.

**April 9 - May is Membership Month**
Spring is here—it's time to grow! Devote the month of May to activities that attract new members and reactivate current members. Plan and conduct your campaign—30 days from start to finish. Get the entire club involved. Make this May a month to remember!

**April 16 - New Member Orientation**
One of your club's most important activities is to provide a high-quality new member orientation. Learn the basics of developing and delivering orientation that informs and inspires new members.

**April 23 - From Poverty to Prosperity: Why grow?**
How can we help change poverty into prosperity? By understanding the cycles and the sadness of poverty. Hear from an expert—who's also a governor-elect and long-time Kiwanian—on helping people with a hand up, not a handout.

**April 30 - Vancouver—a whale of a time**
Get a preview of the Kiwanis International convention in Vancouver and an opportunity to ask questions before the big event. Let’s make it a whale of a time!

**May 7 — Analyze this: Make the most of your fundraising**
A lot of planning goes into a fundraiser. It may even be your club's key event each year. Do you get the most output from all that input? Or is it time for something new? Let’s explore these questions—and determine the best use of your fundraising efforts.