For those of you who had the opportunity to attend our District Convention in Kalamazoo – I hope that we did not disappoint you. We hoped to make your experience educational, meaningful, and fun. John Steele and his Convention Committee did an outstanding job! We accomplished some District business, laughed during our kick-off luncheon, and raised some money for Eliminate and the Kiwanis of Michigan Foundation.

My wife, Gerri, and I would like to take this opportunity to once again thank you for the kindness that each and every one of you extended to us this year. We feel very fortunate to belong to the ‘Total Kiwanis Family’.

Each club is unique in the way that they serve their community. Keep it up. Keep improving your level of service. Ask a friend to be part of our great family. Seek out and mentor potential new leaders. Enjoy what you do. Have fun!

We Still Have Work To Do!
Kiwanis Michigan

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2 October/November 2014 Issue
I wish to inspire people. I want someone to say, “because of you, I didn’t give in… I made my dreams happen.”

Inspiration is such a strong word. As leaders that is exactly what we do, we inspire confidence in others.

After we truly encourage self-confidence within individuals… leadership is no longer a position you hold or a title you obtain but it is the actions you take and the standard you set for others.

Which has brought to mind a quote by Max DePree, “In the end… it is important to remember… that we cannot become what we want to be by remaining what we are.”

During the 100th RE-Birthday of Kiwanis we will focus on Fun, Fellowship and a Century of Service.

That is what we Kiwanians do… we serve others. On January 21, 2015 the Michigan District together with the Detroit #1 Club will celebrate a great milestone in our organization; we will proudly celebrate a century of warm, caring, and even lifesaving service to our communities.

We are lucky that each of us will take an active and individualized role in the 100th RE-Birthday of Kiwanis. We are the ones who will break into the second century of service and leave our mark on the world.

Ever changing needs in the community requires ever changing ideas and reactions to fulfill those needs. I have already spent an active year in preparation and truly believe that we have some new and energized people in place to carry out our mission. Thank you to those who have served so faithfully in the past and thank you to everyone working in cooperation with one another in order to have a successful centennial year.

As many of you heard at this year’s District Convention in Kalamazoo, the District is launching a large scale marketing plan. This plan includes several different initiatives, objectives and benchmarks to promote Kiwanis, to promote membership, to develop community partnerships and to extend our community outreach. As part of this plan we need to be accessible, visible and attractive to potential members. To do this we will focus on the following (see column right):

Remember Communication is Key! Visit our new District Website beginning October 1st. Also like us on Facebook to stay up to date with pictures, videos, media links and the latest information. To receive District updates directly to your cell phone visit our Facebook page for instructions, or follow the instructions on Page 9.

This upcoming year we will also focus on and emphasize “The Formula,” the new global initiative to help strengthen our existing clubs as well as help open new clubs. This team of talented individuals under the direction of our District Chair Dick Hitch, will successfully mentor and support clubs to market Kiwanis to our communities and educate our members and the world about our mission.

Lastly we will celebrate our numerous accomplishments when we all come back together where it all began… Detroit. This is our opportunity to celebrate a century of service in the birthplace of Kiwanis. Join us for Service Homecoming Spirit Week and the redesigned 2015 District Convention. Our Key Note Speaker at this year’s District Convention Kevin Wanzer hit it right on the head when he said… “People join people who have joined Kiwanis.” … “People join people who have joined Kiwanis.” Love your service, share your service, live your service.
It’s a new century of Kiwanis or as Governor Rebekah puts it “It’s the Re-Birthday of Kiwanis”. With all the Michigan District is planning this coming year, I will be extremely disappointed if we don’t have a net gain of 350 – 500 members by September, 2015. Also, an attendance of 500 - 600 people at the District Convention from August 27-30, 2015 is very achievable.

Why am I so excited? Let me tell you the ways:

**A marketing plan and public relations campaign is formulated which will increase awareness of Kiwanis throughout the state of Michigan. The marketing plan includes:**

- Membership in an association who allows us to promote on their website and at conferences to their 18,000 businesses and professional members who are our target market.
- A media and public relations class taught by Kiwanis International on November 22 that will help us receive training on how to get our message across to the press and media.
- A social media specialist who will help us create awareness of Kiwanis to those 20-40 year olds who communicate through these methods.
- A new look to our District Website that will allow videos, message boards and other aspects which will draw people to the website.
- PSA’s from Kiwanis International that will run in the fall and winter.
- A Kiwanis commercial developed specifically for the Michigan District that will run over broadcast TV.
- A new awareness by clubs that they must get their own house in order if they want to attract and retain members. Refer to my article in the previous Builder about the “Mystery Shopper” and “Ten Objectives of Club Leadership” list on Page 20-21 of this month’s Builder.
- The Formula New Club Opening and Membership team are trained and ready to help any club who wants to increase its membership. They will only help you if you ask. Don’t worry, if you like the way your club is and satisfied with your membership numbers, you won’t be asked to change.
- Our 100th Birthday of Kiwanis celebration throughout 2015. From the January Detroit #1 Birthday party to the International Convention in July to our District Convention in August, if we can’t get excited and create awareness of Kiwanis, it may never happen.

All of this sounds great but we need you on board with this campaign. The marketing committee, District Leadership and some enthusiastic people here and there aren’t going to make a substantial difference. We need everyone out networking about Kiwanis, talking about Kiwanis, speaking to the media about Kiwanis, making presentations to other organizations about Kiwanis, partnering with Businesses, doing more service projects in the community to create awareness and creating an atmosphere which leads to people wanting to join your club, projects and vision.

We are a great organization that makes a difference in our communities and throughout Michigan. *I’m excited, yes it’s true. I’m excited, how about you?* Let’s all get excited and shout it out so Michigan will know who Kiwanis is.
Allow me to introduce myself.

I have been an active and engaged Kiwanis member for 16 years. My husband, Jeff and I are members of the Ypsilanti Club - a thriving, growing, exciting, amazing club in Division 10. I have been blessed to get to know members in every division due to my four plus years of service as Education chair and because of my work with the Aktion clubs.

I have a degree in management of Health Services, with certification in Gerontology. My Masters degree is in Leadership which is an absolute passion for me. I believe strongly in life balance. Faith, Family, Service. Ken Robbins said "The role of a creative leader is not to have all the ideas; it's to create a culture where everyone can have ideas and feel that they're valued."

Leading change is a specialty for me. A leader must be positive, energetic and inspiring. In my professional career I lead a state wide association that is membership based. I have been there for almost 15 years. There are many parallels between that experience and my Kiwanis experience. Anyone who knows me will tell you that I am a strong proponent of education and information. Knowledge is indeed power and creates solutions. I believe in setting an example of best practice, not just a minimum standard. Beyond that I believe that every leader has a responsibility to mentor others. Mentoring others is not necessarily a condition of older to younger. It is a responsibility of knowledge and experience shared and taught. It is about inspiring and enabling others. It is not being afraid to step out. Mentoring others to become leaders is a passion. I believe that our legacy is a responsibility that we cannot - dare not - take lightly.

You can be sure that I am engaged in "The Formula", in the future of Kiwanis and the difference you and I make in our communities. Let's love it, share it and live it - together!

**OH - and What am I currently reading?**

Everyone Communicates, Few Connect by John Maxwell

What are you reading?

You can reach me at: governor-elect@mikiwanis.org

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**Have you Shared the News recently?**

The Michigan District offers a great opportunity to showcase the successes of your Club, your members and your community.

Your successes when published reward your members for service and provide ideas to other Kiwanis clubs. The following guidelines will help get your information published:

**Articles:**
- Provide the basic information that includes your club name, division, what was done, who benefitted, when it was accomplished, and how it was accomplished.
- Narrative can be attached to an email in Word.

**Pictures:**
- Send any pictures as attachments (not included in the body of a document) in highest resolution possible. Pictures downloaded from the web are generally not acceptable.
- Identify persons in pictures, and try and use action pictures rather than poses of acceptances, podium speakers, and groups in rows.

**Video:**
- Send video clips, 1-3 min., as mpeg files. You can also send us a link to your Youtube video.

**Submit:**
- Send your email and attachments to: thebuilder@mikiwanis.org
- Subject Line: Builder

**Deadlines:** for our six issues: Sept. 7, Nov. 7., Jan. 7, Mar. 7, May 7, and July 7.
Fundraising IDEAS...

4th Wall Theatre is a mobile theatre company for people with special needs. Traveling throughout southern Michigan, they teach students how to sing, dance, and act. At the end of their sessions they put on a big performance for all the family and friends of students to prove their slogan right: You’re a star!

In the first two years they traveled to 29 venues and serviced over 1,300 students. They believe in empowering students and providing them the tools to give back, for example, when their talent show raised funds for children with cancer. Check out this four minute video to learn more about 4th Wall Theatre.

Fundraising Idea Box

There is a booklet that was put together by International Vice President Sue Petrisin back when she was governor titled Fundraising “Show Me the Money”. It has nearly two dozen fundraising project ideas that include:

- Project type
- How much money was raised
- Time Commitment

And so much more! To access this list, click on this link to download from district web site.

www.mi.kiwanisone.org/fundraising

Top Picks

Running/Cycling Events
Grayling raised $2,388
Volunteers: 15
Expenses: $600

Raffles:
Manchester raised $17,800
Volunteers: 30
Expenses: They didn’t list

Cow Plop:
St. Johns 707 raised $4,400
Volunteers: 30
Expenses: Cow $50, License $50, Tickets $104, Prizes $1150

“Bids for Kids” Auction
Utica Shelby Township raised $75k
Volunteers: 65
Expenses: Venue $24k, Auctioneer $3,400, Items auctioned $4k
You really **BLEW IT** if you were not in Kalamazoo between August 14 and the 17th!

We had a very successful District Convention. There was learning, fellowship and just plain fun.

The only down side I saw as the Convention Chair was that someone(s) kidnapped “K Man”. Governor Stan was in trauma, he even paid a ransom which sent the Policies and Procedures team into shock mode, too. Well, **K Man** was returned and things went on mostly as planned.

Training workshops included membership growth, growing leaders, strategic planning for clubs and the District, Service Leadership Program (SLP) education sessions, youth protection, and a special “Aspects of Diversity” session lead by Kevin Wanzer.

Kevin Wanzer was our keynote speaker at the Friday luncheon. Kevin was one of the funniest and most poignant speakers we have had in recent years. This 45 minute talk felt like only 20 minutes; some people laughed and some, I think, almost cried.

When you get almost 400 Kiwanians together in one place there is always fun. People talk about their clubs, how they do things, what they wish their clubs did, and how to work together to better their communities. You can’t beat that for a fun weekend.

Continued on Page 8
We also elected our future District Leadership. Rebekah Hildreth and Linda Lawther will take us through the next couple of years. I can’t wait because we are in good hands.

Gordon Schleicher led a wonderful memorial remembering Past Executive Director Al Dailey with his family in attendance. We lost Al back in June.

Of course, it wouldn’t be a District Convention without Past International President Gene Overholt and International President-Elect Designate Sue Petrisin providing the energy they have. Both of them have had it for so many years it puts the rest of us all to shame. Thank you both for being with us.

I cannot thank everyone enough who put a lot of time into bringing this Convention together. All the committee chairs, meal hosts, Executive Director Greg Smith and of course Administrative Secretary Kathy Alexander. It was Greg’s first Convention in the new job and he held up fine. At least that’s what he tells us.

Just because you missed this year’s District Convention doesn’t mean you shouldn’t attend the 2015 convention in Detroit next summer.

*I’ll see you there. We don’t want to miss entering into the next Kiwanis One Hundred Years without you.*

John Steele
Convention Chair

Roger Palaganas, Kiwanis Club of Metro North Troy enjoys award luncheon.

Kevin Wanzer keeping us laughing

Service Leadership Governors and Administrators are the best!
LAW ENFORCEMENT CAREER ACADEMY GRADUATION

Graduation of high school students at the Kiwanis - Michigan State Police Law Enforcement Career Academy took place on July 18, 2014. Participants in the one-week Law Enforcement Career Academy are selected based on their grade point average, having no criminal record, and agility certification for Sit-Ups, Push-Ups, and a timed one-half mile run. It is estimated two-thirds to three-quarters of the students go into a vocation related to law enforcement or criminal justice. The jointly sponsored academy was started in 1975 and has continued every year since.

Kiwanis Clubs throughout the State of Michigan sponsor high school students to this annual one-week intensive training academy at the State Police Academy, located west of the City of Lansing at 7426 Canal Road in Windsor Township, Eaton County. Forty-four young people successfully graduated from the Academy this July, ten of whom were girls. Those participating were awakened at 5:00 a.m. and were given intensive law enforcement experience until lights out at 10:00 p.m.

The students received good exposure to police work and criminal justice this past week. The courses at the academy included:

• Introduction to Law Enforcement
• Physical Fitness
• Defensive Tactics
• First Aid
• Leadership Development
• Water Safety
• Military Drill
• Crime Lab & Forensic Science
• Patrol Training
• Substance Abuse Awareness
• Narcotics & Dangerous Drugs
• Specialty Units
• K-9
I would like to start off with an excerpt from our campaign vice chair, Dave Curry’s presentation in the Montana district.

“Why do we get an opportunity to change the world, why us? It’s because we were looking, and UNICEF knew our reputation as people who exercise our hearts. In a big way because we are a big organization, we have always known how to exercise our hearts. Look at all our community services, and in an agreement to UNICEF, we took on a big task that takes the entire organization, and we all have to do our share, as a district, as clubs, as individuals.”

The latest report from the campaign office stated commitments with pledges and donations during the district convention, our recent total is $1,011,435.90 and will save 561,909 lives from maternal/neonatal tetanus. With nine months until we reach our goal in the Michigan district we have saved 1.4 million lives from MNT. There are clubs and individuals now stepping forward with their commitments and we thank them for their dedication and support for the Eliminate project. If your club has not made their commitment here are some ways to do it. The following is the Global Service Society recognition programs, and with these you have five years to complete the commitment. See what your club can commit to with their support and the number of lives you will be saving from this deadly disease.

<table>
<thead>
<tr>
<th>G.S.S.</th>
<th>Per Member Avg.</th>
<th>Years</th>
<th>Per Year</th>
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<tbody>
<tr>
<td>Per Month</td>
<td>Per Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td>$350.00</td>
<td>5</td>
<td>$70.00</td>
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<tr>
<td>Silver</td>
<td>$500.00</td>
<td>5</td>
<td>$100.00</td>
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<tr>
<td>Model Club</td>
<td>$750.00</td>
<td>5</td>
<td>$150.00</td>
</tr>
<tr>
<td>Gold</td>
<td>$1,000.00</td>
<td>5</td>
<td>$200.00</td>
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<tr>
<td>Platinum</td>
<td>$1,500.00</td>
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<tr>
<td>Diamond</td>
<td>$2,500.00</td>
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Once the club’s board of directors and membership approve of any G.S.S. and with the proper forms or board minutes signed and submitted to the campaign office the five year commitment begins at that time. Example 2014 year and the commitment would be completed in 2019.

The following clubs were recognized at our convention in Kalamazoo for their commitments to become a Model Club as they know the value of saving lives: The Allen Park Club, Jackson Northwest Club, Midland Club, Shorewood, St. Clair Shores Club, Wyandotte 1000 Club, Ypsilanti Club and Portage-Suburban Club. These clubs committed this year from October 2013 adding to our total Model Clubs of fourteen in the district. Model Clubs serve as an inspiration to all clubs by achieving a challenging per member average in order to raise funds in support of the campaign.

Randy Delay, Chairman of the Eliminate project says that The Eliminate MNT Project is no longer our project, it’s the world’s project. Contact one of our Multi-Division Coordinators above or myself for how you and your club can become part of this world wide project.

Thank you to all that we are saving lives.

Richard A. Buttery
Michigan District Coordinator for The Eliminate Project
E-mail: rjbuttery@charter.net
Phone 269.349.1859
Michigan District exceeds the $1 million dollar mark!

Going into the District Convention, the Michigan District had raised $975,410.99 in gifts and pledges – but we notched up our game at the convention: The Model Club pledge by the Portage –Suburban Club, strategic fundraisers by Elizabeth Peters and Jeanette Harris, and members pledging Zellers in honor and memory of their loved ones helped bring us to our new total of $1,014,041. That’s 563,357 moms and babies whose lives have been impacted by your generosity. When Sue Petresin steps on the stage in Indianapolis in 2015, Michigan pledges and donations will reflect her leadership. Go Green!

Linda D. Christiano, ELIMINATE USA Region 1 Coordinator and Michigan District Chair, Dick Buttery are smiling about the great news.

Billie Martin, Club President, Linda Christiano, USA Region 1 Coordinator and Carl Popkey, Lt. Governor Division 13.

Lt. Governor, Division 13, Carl Popkey honored the memory of his mother, Mrs. Elvira Bueno Popkey, with a Zeller Award. Mrs. Popkey was a Cuban immigrant who learned English and became English as a Second Language Teacher in the Detroit Public schools.
News from YOUR Kiwanis of Michigan Foundation:

I would like to thank my fellow Kiwanians for your generous support of your Kiwanis of Michigan Foundation during Governor Stan’s year.

We met in Kalamazoo at our District Convention. It was difficult for all of us to pass a Foundation budget with a 13% cut to each of the Hospitals we serve along, with a temporary suspension of the Coloring Book Project. I know, many of you, will join with your elected Trustees as we work toward restoring that money to the Child and Family Life Departments at the Hospitals we serve.

Our Convention pointed us in the right direction. We raised over $2,000 at our Silent Auction in the exhibit area. Working with the Kiwanis Club of Warren, their raffle netted $1,000ºº for the Foundation! I was delighted to see Kiwanians at the Honor and Awards Banquet raise a $759ºº contribution for the Michigan Foundation to ransom K-Man!

Please read over some of the financial highlights of your Foundation’s year:

- 108 Clubs generously gave our requested $40ºº per member. That is over 65% of the Clubs in the Michigan District!
- Six Clubs have donated over $80ºº per Member!
- The Kiwanis Club of Howell stepped up and hosted the Kiwanis of Michigan Foundation Golf Outing raising over $5,400ºº!
- The Kiwanis Club of Hillsdale hosted their 27th Annual Max Drake Golf Outing raising over $3,688ºº!
- One anonymous Kiwanian saw the outstanding value of their Club’s $40ºº per member donation and wrote a check to match the Club’s donation!
- One new Club (Downriver West) couldn’t make their full donation this year, but gave $500ºº, a huge basket for the Silent Auction, and the commitment of a full donation next year!
- Three Frank O. Staiger Distinguished Kiwanian Awards were presented this year, each with a $1,000ºº contribution. Only the interest earned from the Distinguished Kiwanian Awards is spent annually. The principal is left to generate money for our Foundation as a lasting tribute to the awardee!
- The Council of Past Lt. Governors donated $500ºº to the Foundation honoring two of their members at the Honors and Awards Banquet.

I would encourage each Michigan District Kiwanian to participate in the Thomas Oliver Holiday Greeting Program. Past District Governor Thomas Oliver had a simple idea. Kiwanians make a donation (hopefully equal to or greater than) the cost of purchasing and mailing Christmas cards. Your Holiday Greeting is printed in the Michigan Builder and hospitalized children receive the benefits of your donation to our Foundation. Please check the Michigan Builder for your Thomas Oliver Holiday Greeting form.

I trust all Michigan District Kiwanians will work with your Trustees to make 2014-15 an even better year for your Kiwanis of Michigan Foundation and the many, many children we serve around the Michigan District. And yes, we still have work to do!

Paul J. Elsey
Kiwanis of Michigan Foundation President
Linda Canaday Memorial Scholarship

While serving as president-elect of Kiwanis International, Don Canaday lost his wife, Linda, a former teacher and longtime Kiwanian. In her memory, Don helped establish a scholarship opportunity for Key Club International members. This scholarship is in honor of Linda’s love of children, which she demonstrated through her teaching and her committed and caring compassion for children through Kiwanis.

We are proud to announce that the 2014 Key Club International Linda Canaday Memorial Scholarship recipient is Miss Brianna Greco of the Michigan District of Key Club. Congratulations to Brianna and thank you for your continued service leadership!

Look for the 2015 Linda Canaday Memorial Scholarship Application in January 2015. If you would like more information please contact scholarships@kiwanis.org.
As I go around to clubs in our Michigan District I am often asked the same questions:

- Why should we send someone to Key Leader?
- How does it help the students?
- Is it worth the money?
- What do the students learn?

Please click on the link below to watch a video of Key Club Governor Addison Clipfell. She shares her experience at Key Leader Camp and how it helped her attain the position of Governor and her successes to date.

Click here to watch video.

Key Leader Camp produces leaders for our future and the future of Kiwanis.

Addison Clipfell
2014-2015 Michigan District Key Club Governor

The Hummingbirds Aktion Club celebrated receiving its charter on August 21 with a ceremony at Transitions South an agency of Tri-County (Ingham, Eaton, and Clinton Counties) Mental Health. The club is sponsored by South Lansing Kiwanis Club. Taking part in the ceremony was Kiwanis District Governor Stan Nelson and wife Gerri, along with Aktion Club Administrator Sue Devon, Zone Advisor Gordon Schleicher, Kiwanis Advisor Les Coxon, and members of the South Lansing Kiwanis Club including their president Hugh McNichol. Agency members Lisa Mack and Mary Batterly received advisor pins, and Aktion Club members received membership certificates and pins. The Aktion Club has been performing service projects in the South Lansing area and will be helping Kiwanis in its effort to eliminate maternal neo-natal tetanus around the world.

Hello Kiwanis Family!

This year the Michigan District of Circle K will be hosting our annual Fall Rally from October 3-5, 2014 at Water’s Edge Camp in Howell, Michigan. This event is our kick-off to the year and a chance for new and returning members to come together for a weekend of workshops, games, fellowship, service, and fun. We would like to extend an invitation to you (and your clubs) to join us on Saturday, October 4 for a Kiwanis Family lunch. Lunch is from 1-2 p.m. and will cost $15 per person. There will be an opportunity to perform service with us at 9 a.m. if you wish, and you are welcome to stay after lunch for some informational workshops as well. Our event is Murder Mystery themed this year. We’re trying to get excitement amongst Circle K about this event and would absolutely love if you attended to show our district exactly what this K-family is all about! The registration/Paypal link and more information can be found on our district website at www.micirclek.org/events/fall-rally-2014. Registration ends at 11:59 p.m. on September 18.

Questions or concerns can be directed towards Jesse Degrendel at jrdgrendel@oakland.edu. We hope to see you there!
The last three years have been the second time Allan has served as the Michigan District Chair for Human and Spiritual Values. He describes these years as "a very exciting time" seeing more clubs participating in bell ringing for The Salvation Army and watching more and more Kiwanis Clubs host prayer breakfasts. Allan looks forward to reaching a milestone in a year and a half, fifty years serving his city and the Dearborn Heights Kiwanis Club. Allan Schulz, Kiwanis thanks you for your service and we look forward to celebrating your 50 years of service. At the district convention in August Allan received a framed recognition certificate from The Salvation Army and a gift from governor Stan.

Marketing and Public Relations Chair, Sarah Kew

The year is 1966. In 1966 you could have purchased a drop dead gorgeous candy apple red Mustang for 2500 paper dollars or 2500 silver dollars. The year is now 2014. 2500 paper dollars can buy you what? A nice set of tires or perhaps a down payment? Those same 2500 “silver dollars” could get you three loaded Mustangs plus a luxury cruise around the world! My name is Sarah Kew and as your Kiwanis of Michigan District Marketing/ Public Relations chair I will show you how to grow and preserve your “silver dollars” to develop your club’s wealth.

With this example, paper dollars are members of Kiwanis and Silver dollars are Kiwanians. Yes, there is a difference, a big difference. If you are club that is simply filled with members of Kiwanis you will complete service projects, you will have meetings, you will raise some money, and you will find if you are honest with yourselves you are doing the bare minimum. However, if your club is filled with Kiwanians, you will still raise money, complete service projects and have meetings. Additionally, you will embrace the objectives of Kiwanis, you will create lifelong fellowship, and you will improve the world one child and one community at a time. Over the course of this year, I plan to assist you and your club with how to properly market your club so that you grow as Kiwanians and your club becomes that treasure we all desire it to be.

My first action as your District chair was to create a comprehensive marketing plan to help thrust us into the next century of service. Our main goals of this plan are to: gain 450 new members (net) within one year, increase Media Awareness, develop Corporate Partnerships/ Sponsorships, and expand our Community Outreach. I am looking for individuals who would like to participate on my committee to assist in accomplishing these goals (previous marketing/ PR experience is NOT necessary). If you need assistance with any area of marketing/public relations I am here to help. Please feel free to reach out to me directly to find out how you can be part of the team or with any questions you may have (publicrelations@mikiwanis.org).
KIWANIS CLUB OF BRIGHTON

HOLDS FIRST ANNUAL “SUMMER SOLSTICE MOONLIGHT RUN”

The Brighton Club of Kiwanis, which already perks up summertime in Brighton, Michigan, with its long-standing Kiwanis Gazebo Concerts downtown, this summer introduced a major, new annual event: The Summer Solstice Moonlight Run. The inaugural run was held Saturday, June 21, 2014, the evening of the summer solstice – at Island Lake Recreation Area in Brighton.

More than 100 runners of all ages and abilities participated in the event, which included a 5K, 10K and one-mile Fun Run. The atmosphere was festive, with music and tents at the site set up to offer healthy snacks and drinks. Trophies were awarded to winners in various categories and age groups. All participants received commemorative T-shirts.

“It was a great success for a first Run,” said Mike Kosin, club president.

“We wanted to establish another major annual fundraiser to raise money to give more back to people of need in our community,” Kosin said of the genesis of the Run. The uniqueness of this Run is that it will take place every year on the solstice, no matter what day of the week that falls on. It will always be an evening run.

The club and the greater Brighton area community already are looking forward to the 2015 Run. “We’re making some tweaks and additions,” Kosin said, “but for the most part, our runners will be able to enjoy another great family event and help others in the meantime.”

KIWANIS CLUB MORNING EDITION

On September 27, the Kiwanis Club of Ann Arbor Morning Edition celebrated their 3rd year of hosting the Magical Mystery Bike Ride (50k/30k ride). All proceeds went to fund Washtenaw County youth programs such as providing backpacks and school supplies, warm coats and mittens, books, and so much more! The weather was perfect and this year Blue Care Network was a proud sponsor. (Pictured are L-R: Nicolette Williams, Cindy Morgan, Debra Trapp and Julanne Williams)
Kiwanis Club of Colonial Plymouth

The Kiwanis Club of Colonial Plymouth, with the support of Johnson Controls, was able to repair and re-vitalize Kiwanis Park in the City of Plymouth. The Park serves Plymouth residents, mostly children, from neighboring homes.

Downriver West

When people think about food banks, they think about a place where you see boxed macaroni and cheese. Downriver West Kiwanis (DWK) decided to be a part of the effort to diversify the food offered at pantry’s to increase the nutritional value to those that need it most in our communities. Our Community Services chairperson, Cindy Burgmyer, worked with the Brownstown Twp recreation department to secure a raised garden plot on township property. Several DWK members gathered and planted rows of various vegetables including: tomatoes, bell peppers, green beans, broccoli, lettuce, onions, carrots, cauliflower, radishes, cabbage and brussel sprouts. Members then took turns on a weekly basis watering and harvesting the garden. All food harvested is donated to a local food pantry.
When was the last time you asked someone to come to your Kiwanis Club and see all the good things that we are doing for our communities? When was the last time you actually asked someone to join your club? The Formula has been designed to be member driven. It is each and every one of us that is responsible for the growth of Kiwanis. You all know someone that you have thought would be a good addition to your club. When you think of that person there are two things you need to do, first, ask them to a meeting and second, ask them to become a Kiwanian.

This is the time of year when Kiwanis starts over. We get new officers and add new members to our Board of Directors. This is the time of year that our new President’s are going over both the Club Excellence Tool and the Community Analysis. These tools are available to help your club become stronger and more relevant in your community. If your club is not doing either of these you should ask why not. Our clubs are our responsibility. The Club Excellence Tool is designed to help our leaders find out what is going right and what is going wrong within our clubs. Are our meetings exciting and are they fun? Is the food good? Is your meeting place adequate? Do you make the visitors to your club welcome? Do they want to come back? These are things our leaders need to know. We are striving to make our clubs the best that they can be. The Community Analysis is designed to show whether the projects we are doing are still useful and needed by our community. It is also designed to find out what the community needs that no one is helping them with. We need to know whether our projects are as viable today as they were 10 years ago or 15 years ago.

I know that I’ve given you a lot of information to digest but it is very important that we go through these steps. We are entering a new century of service. We need the help of others to grow. It is as simple as more Kiwanians mean more service. So your number one job this year is to ask someone to join you in Kiwanis.

Richard Hitch, Michigan District Chairman
theformula@mikiwanis.org

Kiwanis Celebrates 100 Years!
My name is Chandra Howard and I’m the incoming Education Chair for 2014-2015. I’ve been in the Jackson Kiwanis club for a few years now and I’m passionate about service and education. In my non-Kiwanis life I’m a financial counselor at GreenPath, Inc. providing financial education. I’m married to a fellow Kiwanian and we have two little boys. Over the next year I will be learning the ropes from Linda Lawther (the outgoing Education Chair) and focusing on ways to further the Michigan District’s efforts to provide quality training relevant to what you as Kiwanians want to be trained on. Please feel free to contact me with any questions, concerns or ideas for upcoming trainings.

Thank you,
Chandra Howard
education@mikiwanis.org

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**FALL LEADERSHIP EDUCATION (FLE) - 2014**

**REGISTER ON-LINE AT** [WWW.MI.KIWANISONE.ORG](http://WWW.MI.KIWANISONE.ORG)

<table>
<thead>
<tr>
<th>Fall Leadership Dates:</th>
<th>Novi.....Oct. 4</th>
<th>Mt. Pleasant....Oct. 18</th>
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<tbody>
<tr>
<td>Registration Deadlines:</td>
<td>Novi.....Sept. 26</td>
<td>Mt. Pleasant....Oct. 10</td>
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</tbody>
</table>

(Print - Last name                  First       Initial) Daytime Phone:(_____)____________

Club Name: _______________________________________________

Email Address: ______________________@__________________________

List name of person ordering tickets,  **ONE FORM PER CLUB PLEASE** (limit 4 registrations per club)

Cost of **$25.00** each pre-registration, includes: materials and refreshments.

**No Walk-In Registrations**

Please register ____________ @ $25.00 each for Novi on **October 4th** for a total of ____________.
Suburban Collection Showplace, 46100 Grand River Ave., Novi, MI

Please register ____________ @ $25.00 each for Mt. Pleasant on **October 18th** for a total of ____________.
Ziibiwing Cultural Center, 6500 E. Broadway, Mt. Pleasant, MI

Charge total amount due to my: (check one)  
☐ Check Enclosed Payable to: Michigan District of Kiwanis

☐ VISA  ☐ MASTER CARD  (These cards **only** accepted)

Account Number

Expiration Date_______________

Signature____________________________

Return form and check/charge card info to:  
Michigan District of Kiwanis
P.O. Box 231, Mason, MI 48854-0231

Phone: (517) 676-3837                            Fax (517) 676-6600
Ten objectives of club leadership

1. The club board of directors provides effective guidance.
   • The club board meets once a month.
   • The club board sets meaningful goals for the club.
   • At monthly meeting, the club board evaluates progress on achieving goals.
   • The club board of directors serves as coaches and mentor for club members.

2. The club embraces leadership development with a sound succession plan.
   • Members gain experience on active committees as members and chairpersons.
   • Experienced leaders and chairpersons mentor future leaders.
   • Club officers portray their roles as positive experiences.
   • There is a progression of steps for members to become club president.

3. The club evaluates the member experience each year.
   • Conduct a member satisfaction survey each year.
   • Review club monthly reports at every board meeting.
   • Assess progress to meet service and membership goals regularly.
   • Accentuate the club’s strengths.
   • Develop a plan to eliminate club weaknesses.

4. The club promotes club excellence through meaningful meetings.
   • Start and end club board meetings on time.
   • Follow an agenda for club meetings and board meetings.
   • Maintain high levels of member interaction.
   • Schedule programs and discussions that are interesting.
   • Have fun!

5. The club conducts service projects with impact.
   • Assess current club projects for relevancy and impact in the community.
   • Conduct a community survey to see what new needs exist.
   • Promote new projects.
   • Build relations and partnerships with others in the community.

6. The club adequately finances club service projects.
   • Set a budget for administrative and service activities.
   • Estimate revenues and expenditures for administrative and service accounts.
   • Determine club needs in terms of fund raisers to support service projects.
7. The club has a membership committee that develops an effective plan for membership strengthening.
   • Member Retention
     □ Conduct a member satisfaction survey to evaluate the club experience.
     □ Keep members involved in meaningful projects.
     □ Engage members in club activities, committees and club leadership.
     □ Delegate authority to get more members involved.
   • Member Education
     □ Provide new member orientation that’s held before the induction of new members.
   • Member Recruiting
     □ Conduct at least one concentrated membership drive each year.
     □ Monitor the club’s net gains or losses of membership.
     □ Set recruiting goals to cover attrition loss and strength membership.
     □ Utilize new members to do more service, raise more funds and bring in new ideas.

8. The club creates positive public relations.
   • INTERNAL PUBLIC RELATIONS –
     □ Keep your members informed with a club bulletin.
     □ Encourage members to read Kiwanis magazine and the district bulletin (spot quiz at meetings)
   • EXTERNAL PUBLIC RELATIONS –
     □ Start spreading the news about the fantastic things your club is doing for your community.
     □ Promote upcoming fund raisers in the newspaper.
     □ Host an annual Media Appreciation Day as a club program.

9. The club sponsors and includes Kiwanis Service Leadership Programs in club activities.
   • Plan and do fun things – mini-golf tournament, bowling, volley ball game, family picnic
   • Share service projects
   • Schedule interclubs and make them fun.
   • Include the president(s) of your sponsored club(s) as ex-officio members of your club board of directors

10. The club regularly recognizes achievement and enhances fellowship!
    • Keep in mind that Kiwanians are volunteers. Recognize your members for their efforts.
    • Any small gesture of thanks or recognition will go a long way. Create good feelings for members’ time.
    • Fellowship brings the club closer together and makes Kiwanis fun. As club leaders, you can foster this sense of fun spirit by conducting club business in a way that allows your members to enjoy the meeting.

Paul Palazzolo, Kiwanis International President, 2009-2010
2013-14 Governor’s
MEMBERSHIP TROPHY

Shorewood +11
Lapeer +10
Swartz Creek +9
Rochester +8
Detroit No. 1 +7
Shiawassee-Owosso +7
Tri Cities, Gd. Haven-Spring Lake +7
Adrian +6
Downriver West +6
Grosse Ile +6
Midland +6
Troy +6
Williamston +6
Woodhaven +6
Ypsilanti +6
Addison +5
Cheboygan +5
Haslett +5
Tawas +5

Net gain is from 10-1-13 thru 8-31-14 and includes only clubs with at least a net gain of +5 based on official membership numbers supplied by Kiwanis International.

AS WE GO TO PRESS

Active Clubs 162
Charter Suspended Clubs 0
District Beginning Membership 4857 members
Reporting Members August 31, 2014 5036
Net Gain +179 members

Mark Your Calendars!

October 2014
4 Fall Leadership (Cmte. Chair Training), Novi
4 Convention Planning Meeting Novi 1PM
11 Kiwanis MI Foundation Board, 9:30 AM Mason
18 Fall Leadership (Cmte. Chair Training), Mt. Pleasant

November 2014
4-8 Governor-Elect Training, Indianapolis
15 Past Lt. Governor’s Council, 9:30 AM, Mason
22 Convention Planning Meeting Mason

27-28 THANKSGIVING--District Office Closed