

December 2004

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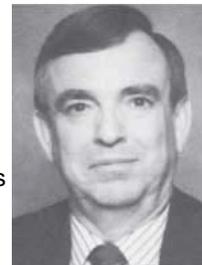
# MINNEKOTAN

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## Governor's Gab

by Walt Roetter

Last month I talked about leadership and the feelings I have about the responsibility individuals have when they are part of an organization. The need to step up to leadership positions in the District has never been greater. We need leaders from the Secretary/Treasurer position down to Regional Directors and Assistants and especially at the club level. This is the first of our major challenges as we move forward as a District, but the second is also critical and that is MEMBERSHIP. We have reached the end of the road in our ability to pay "lip service" to the problem of decreasing membership. This has been recognized at Kiwanis International, in our District and hopefully at your club as well.



"We continue to lose members and if we don't fix it we will be in trouble." "All you have to do is ask someone to join." Heard either of these before, well we are in trouble and yes you do need to ask someone to join, but we must do more to stop the decline. Our District faces an even greater challenge than many in North America because the population trend in our three states are not one that will make growth easy. If we lived in a "growth state" where population is increasing 5-10% per year we would have a greater base to work from. However, we are a District where the majority of our clubs are in areas that are at best holding their own in population and at worst declining over 11%. We are growing in our major population centers like Minneapolis, Fargo, Sioux Falls, and others and at a double digit rate but our clubs aren't matching that growth. Why? Our clubs in small communities are seeing their membership decline as their population declines. This is happening just when the need for Kiwanis in these communities is growing. How do we maintain strong clubs in these communities to continue to serve the children and others in those areas?

Tough questions, I will not pretend to have all the answers, but your leadership team is committed to finding some. Starting with Kiwanis International and President Case, who has made arresting the decline in North America his major objective for 2004-2005. A plan is being developed and will be implemented very soon to help the Districts achieve this goal. The first step in that plan was to put together a team in each District to address the problem. We were well ahead of that idea because with our District and Regional Directors of Membership we have a team. However, we still have regions without membership directors, remember our need for leadership. The first step in the process will be a membership development educational conference probably in January 2005 to give the leader of each District's membership team some new tools to help with membership. We have educated almost everyone in the organizational leadership structure but the membership people, it is about time we fixed that. The program and the tools they receive will be passed to the clubs to implement with the help of our District team.

At the start of my year I ask Governor-Elect Stewart Ross to build a membership development plan for the District. No one in the District is more committed to membership growth than Stewart and he is hard at work on a plan that will be innovative and will help us achieve our goal of reversing the decline in membership. He is currently gathering inputs from across the District and we expect to present the plan to the Board of Trustee in January. This plan, like our new club building plan, will not be a one year fix, but a long range plan that will continue into the future. We have committed to work as a team on our goals and especially on membership development because we can not afford to start over each year.

As General Patton said, "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity." Well, you have been told now lets apply some of that great Midwestern ingenuity and fix the problem.

## Tom's Thoughts - District Secretary/Treasurer

Greetings to each of you. Marcia and I hope you and yours had a very Happy Thanksgiving. We are all very blessed to have what we have, and to give thanks on this special holiday.

Annual Club Report Forms:

All Kiwanis Clubs in our District received the year end 2003-04 Annual Club Report Form. Congratulations to all Kiwanis Club Presidents and Secretaries who took the time to honor your clubs



by reporting what they did this past Kiwanis year. We still have many Club Presidents and Secretaries that did not respond. That means your club will get no credit.

Hawaii International Kiwanis Convention:

All Kiwanis members that will be attending the Kiwanis International Convention in Hawaii please make your reservations soon. You will have a great time!

IRS-990:

Attention all Key Clubs, Circle K Clubs, and Kiwanis Clubs: you must file the IRS 990 EZK or 990 by February 15, 2005 if the club gross income is more that \$25,000 or if your club has more than \$250,000 in assets. If the IRS mails your club a form I would take the time and file even if your income is not \$25,000 - just complete the top area of the form.

Dues:

Club Secretaries - have you submitted the dues for Kiwanis International and the Minnesota-Dakotas Kiwanis District to Kiwanis International? If not you are now past due. Thank you to those that have already done so. Remember - dues does not change this Kiwanis year.

Future Dues:

Club Anniversary dates September - December 2005 will need to plan their finances accordingly. You will receive no dues billing on October 1, 2005 when you formerly were billed for the first semi-annual dues payment. You will now receive an annual dues billing due December 31, three months earlier than the former second semi-annual billing in April.

Club Anniversary Dates January - April 2005 will pay by March 31, 2006 eleven months after the last semi-annual billing of April, 2005.

Club Anniversary Dates May - August, 2006 will need to pay by May 31, 2006 thirteen months after the last semi-annual billing.

Important Reminder:

Presidents - please encourage your membership to be looking for new members for your Kiwanis Club - remember you have to ask!!! Also it is vital to our District Membership that you retain the membership you have.

Happy Holidays to each of you from our District Board, and the District Office!

## Port of Duluth Prepares Care Packages for Troops

Port of Duluth Kiwanis members recently gathered to prepare 16 holiday care packages for Duluth-based troops serving in Iraq.

Members donated practical necessities such as toothpaste, shampoo, sunscreen and chapstick. In addition, cheery Christmas stockings were stuffed with gum, hard candy, books, beef jerky, blinking reindeer noses, candy canes and a variety of other items. A holiday greeting card was included in each package with a hand-written note thanking the soldier for their dedicated service.

Port of Duluth meets Fridays at 7AM at the Radisson Hotel in Duluth.

## Moorhead Kiwanis to hold 43rd Annual Lutefisk and Swedish Meatball Dinner

Ole and Lena will be serving lutefisk, lefse and Swedish Meatballs at the Moorhead Kiwanis Dinner on Sunday, December 5, 2004, at Minnesota State University Moorhead's Comstock Memorial Union from 10:30 a.m.- 2:00 p.m.

The dinner, a tradition started in 1961, is the Moorhead Kiwanis Club's largest annual fundraiser. Proceeds from the event help support a variety of community youth activities including: Moorhead High School Key Club, Builders Club at Horizon Middle School, Circle K at MNSUM, Rainbow Bridge, Moorhead Healthy Community Initiative, and ARC of West Central Minnesota.



Entertainment will include lutefisk and lefse songs, and recognition of the 2004 Lutefisk and Lefse King and Queen.

Tickets are available from Moorhead Kiwanis members and at the door.

## **Breakfast with Santa**

A yearly combination of fundraiser and service project by the Kiwanis Club of the Port of Duluth, Region 3.

The pancake, sausages, juice, milk, and coffee breakfast kicks off at 7:00 a.m. Santa is at his post and Mrs. Claus is there to help him out with the many children that have come to eat, see Santa, and leave with a free book. About 9:00 a.m. the Duluth Community Band comes in - in full force to play favorite Christmas carols, and flashbulbs are ready in case Santa asks Mrs. Claus for a short dance. What is it we hear now? - the bagpipes, and after that a singalong with Gerry Oulette and his guitar. With the help of the St. Scholastica Circle K and the Denfeld Key Club, the POD Kiwanis club will provide families with a great way to kick up their holiday spirit while supporting children's programs in the community by purchasing tickets.

Family tickets are \$15. Single tickets are \$5.

A good bargain for a morning full of fun.



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