

November 2005

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# MINNEKOTAN

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## Stew's News

Ok, I admit it: I love Kiwanis! It was not always like this. When I first joined Kiwanis in 1989 I was not a very good member. I attended meetings irregularly—if it rained I skipped the meeting so I would not get wet. When I did attend meetings I sat with the same group of people, afraid to venture to tables with faces I did not recognize. After a few years of being a poor member of the club someone asked if I would run for the board of directors. Not wanting to look bad, I said yes. A month later I lost to someone else (who I did not know)! My god, I had lost an election in my own Kiwanis Club. That night I complained to Liz, my wife. She stated in a manner-of-fact tone: “what did you expect, no one knows you since you rarely attend meetings, don’t go to many service projects, and generally don’t try to meet others in the club.” Yikes, she was right!



Fast forward a year. Again, I was asked to run for the board of directors. I said yes. I won (I was unopposed this time). Once I became a board member of my Kiwanis Club there was no turning back. I became intrigued with the history of this club that had begun in 1921. The budget nuances were interesting; I had no idea the club had that much money! But most of all, I started to meet other members at board meetings. I realized what I had been missing sitting with the same group of Kiwanians the past many years. These were really interesting people who cared about others and about the success of the club.

By the time I was elected president of my Kiwanis Club I was a passionate Kiwanian. I understood the various levels from my local club to the division (this was prior to the region plan) to the district to international. I knew most of the members of the club (there were well over 100) at least by name and face if not personally. I enjoyed talking about Kiwanis to others and began to recruit for the first time in my life (for years I thought that was for a committee to do, I was too busy to be bothered with asking others to join the club).

So, back to my first sentence—I love Kiwanis! I wear Kiwanis cuff links on my shirt sleeves. I have a Kiwanis blazer I wear to meetings and other Kiwanis functions. I make sure my Hixson pin is always on my suit coat (just in case someone asks I can recruit them into a club). When I see fellow Kiwanians around town I shake their hands and we smile--we know we belong to a very special group that does amazing things for others.

So why am I writing all this you may be asking? A few weeks ago, as I often do as governor of the MN-DAK District this year, I was speaking to a Kiwanis Club. After the presentation a member approached me. He asked if I wanted to know what was wrong with Kiwanis. As you can imagine, this happens to me often—there are many out there that have the answer for me—if I could just do this or that things would be fine. But this fellow was different. He had an air of confidence about him that made me listen carefully. He went on to say, the problem we face in Kiwanis today is simple: **“We have too many club members and not enough Kiwanis members.”**

Wow! My first instinct was to reach out and start hugging this gentleman. Not being a hugger I instead smiled and told him I was in total agreement. He had found the crux of the problem we are all dealing with in all service clubs in America today. It is what accounts for the exodus of members we are seeing from so many clubs. Those members who never really become Kiwanians will never understand the need for a dues increase, or a different service project, or why they should make attendance to club meetings a priority. If they never come in contact with a Kiwanian, club members will continue to just be club members. They will not develop the enthusiasm and passion that Kiwanians find.

Here is a case in point. General William Westmoreland was once visiting a platoon of paratroopers in Vietnam. During the conversation, the general asked this question: "how do you like jumping out of planes?" The first paratrooper responded, "I love it, sir." He asked the next man the same question. "It's a fantastic experience, sir!" exclaimed the soldier. "I couldn't imagine not doing it." Westmoreland asked the third man. "I'm scared to death, sir, and don't much like it," he honestly replied. "Then why do you do it?" the general queried. "Because I love being around guys who enjoy it."

Most of us would agree with this soldier. We like to be around people who bubble over with enthusiasm, folks with a passion for what they do. We could do amazing things for Kiwanis if more members learned to be Kiwanians instead of club members. Arnold Toynbee had it right when he stated, "Apathy can be overcome by enthusiasm and enthusiasm can be aroused by two things: first, an idea which takes imagination by storm; and second, a definite, intelligible plan for carrying that idea into action." Kiwanis has given us both of these. Our future success is dependent on members developing a love for Kiwanis and an understanding of what it means to be a Kiwanian. We need to continually increase the pool of Kiwanians and decrease the ranks of club members. The good news is we have a great leadership team working hard this year to make this happen. Nothing can assure success for our district more than increasing the passion that club members bring to Kiwanis.

A good attitude can't be forced. People who are fired up don't have to push themselves to persevere. When you are excited about what you are doing, you don't have to convince yourself to 'stick to it.' You have to convince yourself not to. It's not something you have to do; it's something you want to do. With passion as a base, good attitudes come naturally. Let's continue to develop a passion for Kiwanis. Let's make developing passionate Kiwanians an important goal for all clubs this year.  
**Together We Can... Together We Will.**

## **Update from the District Secretary/Treasurer - November 2005**

By Steve Handegaard, Minnesota-Dakotas District Secretary/Treasurer

Greetings,

The new Kiwanis year is off and running! Congratulations and best of luck to all of the 2005-2006 club officers and directors. There is much important work to be done in Kiwanis!



**Did you know?** As of September 30, 2005 Minnesota-Dakotas District Clubs have contributed \$2,260,758.43 to our Worldwide Service Project to eliminate iodine deficiency disorders. Way to go Minnesota-Dakotas District Clubs! Thanks so much for your generosity. If you would like to know

specifically how much your club has given, let me know and I will send you the figure.

**Tri-K District Board Meeting:** Kiwanis, Circle K, and Key Club District Boards will meet in Willmar, MN on Friday, January 20 and Saturday, January 21, 2006.

**Leadership opportunities:** If you are interested in being a future District Kiwanis leader please contact your Lt. Governor, other officer or myself. Each year the district is in need of interested and dedicated leaders. It can be a very interesting, rewarding and educational experience.

### **Some reminders for Club Secretaries and Presidents:**

**New-Member Addition Process** (Every time you add a new member.)

Effective October 1, 2005, the fee/dues for new members will be \$55.00. (This amount is different from previous years due to the change to the billing of clubs annually.) This fee will cover the new member's new member fee/dues, insurance, magazine until your club's next annual club dues billing. Do not send any fees to the District Office. When you add a member, fill out the Membership Information Form <http://www.kiwanis.org/lit/forms/mbrinfo.pdf> or use the hard copy you received from Kiwanis International and send with a check for \$55.00 to Kiwanis International. Send a copy of the completed form to the district office. Your new member will not be covered by insurance or receive publications until the fee is received by Kiwanis International.

I mentioned the following two things last month, but since they are both new ways of doing old reports, it may be important to repeat.

### **Electronic Monthly Reporting**

The Minnesota-Dakotas District of Kiwanis International has teamed up with Club Resource, LLC to provide all of the secretaries in the district a sophisticated interface to electronically submit monthly reports. Electronic monthly reporting will ease the task of completing the monthly report, save postage, and help the district manage and analyze the reports. The secretary will simply log in to the reporting system and enter their report information. Some of the features of the reporting system are outlined below:

- Electronic submission of monthly report to district and Lt. Governors
- Maintain record of past reports
- View status of report submission
- Electronically submit Officer Election reports to KI and your district (available Spring 2006)
- Electronically file Change in Meeting Location reports (available Spring 2006)
- Clubs can optionally subscribe to a club management, administration, and member communication system that interfaces with the monthly reporting system and makes completing the report much faster and easier.

Lt. Governors should have forwarded an "Instruction Sheet" to your club president and/or secretary. The "Instruction Sheet" contains a district password and other information necessary to get your club started. If you are still in need of the instructions, let me know. Online reporting will be due by the 10<sup>th</sup> of each following month, same as before. If you have any further questions, please contact our District Webmaster Lori Larson or myself.

### **2004-2005 Annual Club Report**

Kiwanis International has announced that the 2004-05 Annual Club Report has been revised. The

new style report replaces the old part I and II reports of the past. The new report is electronic and is based upon the achievement criteria set forth by Kiwanis International. The 2004-05 Annual Club Report will allow Kiwanis clubs to tell how their club is changing the world one child and one community at a time. The annual club report will give the members the opportunity to highlight their clubs' success stories, recognize deserving members, and tell Kiwanis International and the our District about their plans for the future.

The reports were sent electronically to the email address on file for the Club President and/or Club Secretary. Clubs who do not have an email address on file at Kiwanis International were sent a printed copy via the postal service. The Annual Club Report needs to be returned to Kiwanis International by **November 15, 2005**. If you have misplaced your report you can simply go to the Kiwanis International website and complete the form online at <http://www.kiwanis.org/resources/club/annualclubrep.asp> or call Kiwanis International at 1-800-KIWANIS and request a hard copy.

**Club President or Secretary changes:** If you have any changes during the year in club officer mailing addresses or emails addresses, please forward those changes to the District Office and Kiwanis International. We want to make sure we keep our mailing lists up-to-date. You can download a change form at <http://www.kiwanis.org/lit/download.asp?id=388>

Have a great Kiwanis year!

## A Meeting for the Ages!!

Kayla Torgerson and Rose Pulford had never met. At least until a pre-session of the Region 5/Circle K District Conference at Camp Lakodia, South Dakota.



When the call went out for the oldest and the youngest Kiwanis Family members present -- Kayla and Rose became friends. Kayla is a Key Club member from Grand Rapids, Minnesota and Rose is a long time Madison Kiwanis member who has set the spirit for our Region 5 Lt Governor Vickie Walters.

The continental breakfast included the Kiwanis International riddle --- how do we bridge the generation gap? Kayla and Rose enjoyed more than the pastry and orange juice they consumed. They believe in Kiwanis ---- and helping change the world one child and one community at a time.

Rose -- like many of us in Kiwanis realize --- than unless we reach out to Kayla Torgerson and her generation -- the Kiwanis that we have enjoyed for years might not exist in the future. For Kayla it was a long trip from Grand Rapids to Madison ---- and with Rose is many years apart as well. However they did agree that sitting together, talking together, and working together is a start to closing many Kiwanis gaps in the future.

## Comments from the MN-DAK Human and Spirituality Chair

Spirituality and Human Values Welcome to this occasional Spirituality and Human Values column. Let me introduce myself.

I am Al Thompson. I am a member of the Minnesota State University, Mankato Kiwanis Club. Previously, I was a member of two Kiwanis Clubs in Montana (Columbus, 1972-78 and Glendive, 1979-90). I served terms as president of both of those clubs and have attended one international convention.

I am the pastor of First Congregational United Church of Christ in Mankato, Minnesota. District Governor Stewart Ross, who directs the Chorale of the church, has invited me to write this column.

The first of the six permanent objects of Kiwanis: "To give primacy to the human and spiritual rather than to the material values of life." Extending hospitality is one of the spiritual and human values practiced by Kiwanians. The ways we welcome guests, invite co-workers, colleagues, and friends to meetings, and reach out to our communities embody the primacy of the value of hospitality.

In many societies, when a stranger came into a household the protection and care of that person became the primary focus of the household. In those societies the practice of hospitality ensured safety and survival.

It may be said that the practice of the golden rule which is the second permanent object of Kiwanis grew directly out of the practice of hospitality. How do we Kiwanians practice hospitality, in our club, in our communities?

Over these next months, this column will focus upon spiritual and human values from the perspective of the six permanent objects of Kiwanis. My email address is [pastoral@hickorytech.net](mailto:pastoral@hickorytech.net).

## **Submit Your Club News to the Minnekotan and District Website!**

There is a very easy way to submit an article and photos to the District Website and the Minnekotan. You can do it yourself. All you need to do is click on the "News" in the header of the district home page. Then click on "Submit a News Story". Fill in the blanks as you wish the article to appear. Be sure to click on "include in the Minnekotan" if you want the article to display on both the website and the Minnekotan. Besides text you can also submit a digital photo file with each article. Once the article is submitted it is automatically sent to the webmaster who will then give final approval for publication. Give it a try!

## **Annual dues payment schedule ready to roll**

**October 1 marks the beginning of the new Kiwanis administrative year—and the beginning of a new way of doing business: annual dues collection. The new procedure bills clubs once a year, according to their anniversary dates (the club's "organization" date, not its "charter" date). Kiwanis International sends each club its roster, which the club secretary/treasurer updates. The roster determines the club's obligation to Kiwanis International.**

**Clubs were reminded of the new procedure earlier this year in a letter accompanying invoices sent under the semiannual dues billing process. The invoice notes the club's official organization date. Clubs with anniversaries in September, October, November, and December, need to pay International dues by December 31, 2005.**

**Questions about the annual dues process should be directed to the Member Services Department at 317-875-8755, ext. 390.**

<b>This chart shows International dues payment dates, according to club anniversary dates.</b>		
<b>If your club's organization date is between:</b>	<b>Kiwanis International will send your club's roster in:</b>	<b>Your club's annual International dues are due within 30 days but no later than :</b>
September and December	September 2005	December 31, 2005
January and April	December 2005	March 31, 2006
May and August	February 2006	May 31, 2006

### **Executive Director Eddie Sigurdsson Resigns**

It is with great sadness that the Board has accepted the decision of Eddie Sigurdsson to resign his position as the Executive Director of Kiwanis International effective November 4, 2005. Eddie Sigurdsson has served this organization for over forty years as both a volunteer and executive staff. He has chosen to return to private life.

Three years ago Eddie Sigurdsson was hired to lead the implementation and integration of the strategic plan to transition Kiwanis into a premier service organization of the 21st century. Under his leadership, Kiwanis has established a strong financial foundation for the future, established more effective regional service centers to focus on the changing needs of our clubs and members, and implemented new strategies to communicate the vision and goals of the organization to our members and the public.

### **Kiwanis International Convention - 2006**

**91st Annual Kiwanis International Convention**  
**June 28-July 2, 2006**  
**Montréal, Québec, Canada**

[Visit Montréal's official tourism Web site](#)



## Kiwanis International Foundation Week is November 6-12

Many a superhero has a sidekick in the quest for truth and justice. For Kiwanis International, that partner is the Kiwanis International Foundation, which significantly contributes to Kiwanis International's mission to serve the world. To celebrate this partnership, Kiwanis clubs are encouraged to commemorate Kiwanis International Foundation Week.

During Kiwanis International Foundation Week, November 6 - 12, clubs and individuals are urged to celebrate the programs and fundraising events that support the Foundation's mission. While the Annual Club Giving Campaign (Birthday Campaign) is the single largest Foundation fundraising activity, the Tablet of Honor, George F. Hixson Fellowship, and Kiwanis Fellow programs also greatly support the foundation's programs.

More importantly, the recognition of Kiwanis International Foundation Week celebrates worldwide grants and financial assistance from the foundation. Participation in foundation fundraising allows for the distribution of funds to needy children's organizations and disaster relief worldwide, as well as assistance to Kiwanis' own Aktion Club, Circle K, Key Club, and Builders Club programs.

Contact the Kiwanis International Foundation at the International Office for more information on foundation programs, as well as how your club can participate in the Annual Club Giving Campaign.

## The Future of the Kiwanis Family

By: Minnesota-Dakota Circle K Governor John Nistler



In late October, at the Region 5 Governor's visit and Circle K's FLTC, it had to be my first full day event where Kiwanis, Circle K, and Key Clubbers all came together to learn more about each other. I want to give so much credit to the Region 5 team who stepped up and decided to move their meeting to Camp Lakodia near Madison. It took a lot of courage on their part to do something that hasn't been done before. They set the bar for all Kiwanis Regions to include the rest of the Kiwanis Family. I want to give my thanks and congratulations for a job well done!

This article is going off of the dialogue between Kiwanians, Circle Kers, and Key Clubbers as to why sponsored youth **do not** join Kiwanis after graduation.

Everyone preaches the words "Kiwanis Family" from Kiwanians, to Key Clubbers, and I have even used the words. To be honest, I don't see where the family is. When you have a family, you care for them, you love them, you do things with them, and most importantly, you **KNOW** them. This **isn't true** in the "Kiwanis Family." I'm not asking everyone to start hugging sponsored youth when they meet, but if you have sponsored youth **TALK** to them. I've been to Kiwanis meetings where you meet three or four out of 150. How can anyone expect me to join a group where no one makes an effort to get to know me? I know I am the future of Kiwanis, you know I'm the future, but why doesn't more try to make an effort to get to know anyone **now**? Kiwanians are NOT better than Circle Kers, Circle Kers are not better than Key Clubbers. We are a

family of **EQUALS**; we are joined in one common goal: helping the children of tomorrow.

How do we become a better family? That's the easiest part. Kiwanians need to make an effort to visit sponsored youth meetings and activities and vice versa. Kiwanis CAN NOT be a paper organization where you just hand out money to sponsored youth and expect your duty to be finished. We must all be active in each other's projects; we have to attend each other's meetings. At FLTC/Region 5 meeting I asked the group of Kiwanians, Circle Kers, and Key Clubbers who did a project with different members of the family this year, the sad part is only 3 people raised their hands. In order to become a family and to solve the problem of sponsored youth not joining Kiwanis we need to change our attitudes. Everyone in that room and every Regional meeting should raise their hands. I know that not everyone has a sponsored youth club, but why not start one? If a sponsored youth get negative vibes from Kiwanis, I GUARANTEE you that you will not see that youth joining Kiwanis. Everyone's experience has to be positive and you have to show them that you care; just like in a FAMILY.

The assumption that sponsored youth will join Kiwanis must be thrown out the window. To be honest there are a lot of reasons why sponsored youth don't join Kiwanis, but they can all be solved by **reaching out and showing that you care, by reaching out to your family members and to let them know that Kiwanis is a great thing**. Circle Kers tell me that they don't join Kiwanis for these reasons: it's too expensive, they had a negative experience, they don't think Kiwanis does enough service, and they are not sure where to look for a Kiwanis Club. ALL --- EASILY SOLVED.

Circle Kers don't have to pay dues the first couple of years they are out of college. If you get a Circle Ker involved and get them back into the groove of doing service they will not have a problem paying dues the next year because its hard to say no to an organization that you love being apart of.

Sponsored youth negative experiences in the past cannot be taken away -- but we can start making sure that sponsored youth NEVER have a negative experience again. That starts with becoming more than an organization who gives sponsored youth money. Visit meetings, help with projects, be friendly and realize that without them -- Kiwanis will not survive the next 30 to 50 years.

We all joined our respective organizations because we wanted to do service. If you show sponsored youth that you are more then an organization who hands out checks and eats good meals -- you will be successful. Try to make it a goal to do a service project every month, and then strive to do service as often as you can. It's not an easy change but a change that will help many more to join.

It is sad to think that high school and college graduates don't know where to find a Kiwanis Club -- but it's true. If you have a high school or college in your community, advertise Kiwanis close to graduation day. Let them know that Kiwanis is around so when you graduate and stay or come to your area -- they know where to find you!

The good thing is we know we have a problem, and we know some ways to fix it. It will take time and it will take a lot of work, but its work that must be done in order to preserve the future of Kiwanis, Circle K and Key Club. Let's stop talking about being a family, and let's actually become one!

I welcome input on how we can improve our Kiwanis Family. You can contact me at [john.nistler@mnsu.edu](mailto:john.nistler@mnsu.edu). I challenge you to open dialogue in your town and learn more about Circle K. At the same time help me to learn more about you and your clubs!

## Priorities Pushing Along on Mn-Dak Website

By Bill Zortman, Public Relations Chair

Behind the scenes Governor Stewart Ross put together a special 23 member Kiwanis Website Advisory Committee. Now, a group of five leading the committee has met for the first time to set priorities. Governor Ross, Governor Elect Coralyn Dahl, Webmaster Lori Larson, Secretary Treasurer Steve Handegaard, and Public Relations Chair Bill Zortman combined thoughts offered from Fergus Falls and Aberdeen District Conventions along with suggestions from the new Advisory Committee. The consensus agreement was that this needs to move as quickly as financially and personally possible --- but all belief it will be a long-running process.

The group praised the work started by Lori Larson. But Lori has made it clear that at some time in the future she will relinquish the role as webmaster and provide volunteer support.

Key in the face to face discussion was to make the web site even more attractive, informative, and easy to navigate allowing the District to convince each club of the importance and value of the website. As a part of the cosmetic look -- a number of additional pictures were added to our Home Page -- targeting the work we do with children.

One possibility as well is a new District Website configuration that could come to our area sometime next year. The System would be much more automated and could possibly be demonstrated to the Leadership team in January. Stay tuned for that one. What the Committee doesn't want to do is to re-invent the wheel --- just improve how our communication rolls along.

Nothing was finalized --- however here are some of the points discussed at Fergus Falls on October 25th:

- The District Convention should have a dedicated page year around. The Convention Directors and the local club in 2006 -- St. Cloud --could help create information articles that would be useful for District wide planning and attendance.
- Steve Handegaard will work to add as many forms as possible on the resources and forms page. It should be a one-stop shop for Kiwanis members to go to the District site.
- There is a "Site Index" on the Home Page of the District (Minnesota-Dakota Website). It is marked "SITE MAP". That has been missed by some of those visiting and quite frankly helps with the navigation of the entire website.
- A page could be added where any member/officers of a club can ask an important question and get an answer within 48 hours. The Governor, Governor Elect, Secretary, District Officers, Convention Directors, and perhaps those helping with Club and Region websites could answer questions promptly.
- Discussion as well about proofing stories in the Minnekotan, website and Regional pages. Some discussion about utilizing Administrators or even retired faculty and teachers to improve our look.
- Do we want a section of the District Website to be password protected?
- PR page for clubs interested in ideas for starting an electronic newsletter, club website, or brochure.
- Include a History of the District. We have a history book for MN-DAK ---- and we could use past Lt Governor's like Bill Daugherty in Region 5 and others to make this a great electronic place to visit.
- More submissions from the 7 Regions on upcoming events. This area needs support and we will continue to work with clubs and leadership to improve this.
- When a new story goes on line or the Minnekotan is released on the 1st of the month -- use a 'trigger' system that could be sent to all with emails to let them know something new on Kiwanis has just been released.
- Discussion as well on how to best use District headlines on our website to show that we are constantly updating important Kiwanis information.
- Utilize more K-Family columns and ideas to bring the family membership closer together. End result being members that want to make a difference and help others in every corner of our 3-states.
- Discussion about search by key-word and streaming video. Still a lot to be determined.
- Financially -- some discussion as well on advertising on the District website that might allow us to have more funds to improve our message -- and at the same time allow members to network their services over the 7 Regions in 3 states.

The hope is that we can work with the 23 member Kiwanis Website Advisory Committee on these ideas and improve our communication network. While it starts with the 23 members it affects each and every Region, every Club and even Kiwanian --- past, present and future.

## **"Minnesota Dakotas Kiwanis Educational Foundation Announces \$800 Scholarship Application Process for the 2006-2007 School Year"**

The Minnesota Dakotas Kiwanis Educational Foundation Endowment Fund will be awarding forty four \$800 scholarships to graduating high school seniors for the 2006-2007 school year. The student applicants must be residents of Minnesota, North Dakota or South Dakota. The \$800 scholarship may only be used to attend a college or university located in the above 3 states. In the past there has been some confusion over the application process. This article is being written to help all Kiwanians understand the process.

**About Mid November 2005, the Foundation sends a cover letter and 3 scholarship application forms to each Kiwanis Club President in the Minnesota-Dakotas District. The President of the Kiwanis Club is to fill out Part I of the application forms. Three(3) application forms should then be IMMEDIATELY given to the High School Principal or School Counselor of each high school in the**

**community where the Kiwanis Club meets and/or where Kiwanis members reside. (The President can make copies of the application form if there is more than one high school in the community as noted above. However each school can only submit 3 student applications as noted below)**

**Part II of the application form is to be completed by the High School Principal or Guidance Counselor and then given to up to a maximum of 3 students in their school. If the school has received application forms from more than one Kiwanis Club the school should still only give the application forms to three students.**

**Each of the 3 student applicants then completes Part III of their application form and returns the completed application and a letter about themselves to the Principal or Guidance Counselor who gave them the application.**

**ON OR BEFORE JANUARY 20, 2006, the Principal or Guidance Counselor must then mail to the Kiwanis Educational Foundation THE ORIGINAL AND THREE(3) COPIES of EACH OF THE FOLLOWING FOR EACH OF THE 3 STUDENT APPLICATIONS: the completed application form; the student letter; a copy of the applicant's transcript; and a letter of recommendation addressing the applicant's character, attitude, and level of responsibility.**

**The applications received will then be reviewed by the Foundation and Application Committees in each region and the winners of the \$800 Scholarships will be announced approximately in late April or early May 2006. The application process to be successful requires the timely cooperation of the Kiwanis Club President, the school officials and the student applicants. It is important that the Club President delivers the 3 application forms to the school officials and the school officials then get applications to 3 qualified Seniors as soon as possible in order that 3 copies of each of the 3 student applications can be postmarked by the school officials on or before JANUARY 23, 2006. Let's make sure all qualified students are given the chance to apply for this \$800 scholarship. Any questions can be directed to the Foundation Secretary, Jack Zierdt or other Foundation Board members**

## **Superior Kiwanians**

Just imagine, this group of gentleman combined have served Kiwanis for over 180 years. At the recent induction dinner for the Kiwanis Club of Superior, Wisconsin, (L to R) Ray Polzin (50 yrs), Bill Hammann (35 yrs), S. Byron Lurye (45 yrs) and John Cummings (50 yrs) were honored for their dedication to Kiwanis. Also honored, but not present, was Jim Hutchinson (50 yrs), Robert Downs (45 yrs) and Ron Stone (30 yrs). Both John Cummings and Jim Hutchinson served as previous Lt Governors. The Kiwanis Club of Superior is very lucky to have these experienced Kiwanians as part of their club. Thank you gentleman for your dedication.



## **Kiwanis International Key Messages**

*Whenever appropriate, please consider using these key messages when speaking about Kiwanis International to the media, government and community officials, and the public in general.*

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

Kiwanis International is one of the largest community-service organizations dedicated primarily to helping the children of the world.

Kiwanis International serves children and communities worldwide with nearly 600,000 adult and youth members in 96 nations.

Kiwanis International builds bridges of better understanding through service to children and communities worldwide.

As one of the world's leading community-service organizations, Kiwanis' strength is that it is both international and local. Collectively, clubs have responded to global problems while continuing to address local needs.

Kiwanians are ordinary people who perform extraordinary "hands-on" work. Our 270,000 adult members annually invest

more than 6 million hours and \$100 million in projects that strengthen our communities and serve children.

**Wherever there's a need, Kiwanians will be there – as they have for 90 years, making a difference for children and for their communities.**

Kiwanians unite in service worldwide for children and their communities. Every day, Kiwanians are revitalizing neighborhoods, organizing youth-sports programs, planting trees, erecting playgrounds, and performing countless other projects to help the young, aging, and needy.

Kiwanis International plays a special role in leadership development. Kiwanis-sponsored organizations teach community service and leadership skills to elementary through college-age students. Through these organizations, Kiwanis is passing the ideals of service to future generations.

Kiwanis International is a key partner in the fight to eliminate iodine deficiency disorders, the world's leading preventable cause of mental retardation. To date, Kiwanis has raised US \$78 million in cash contributions exceeding its US \$75 million goal. We are protecting 90 million children in 98 countries from being born with iodine deficiency disorders or mental retardation.

For Kiwanians, commitment and compassion go hand in hand. The needs of the world are great, but together, Kiwanians in 8,400 clubs and more than 96 countries worldwide, can and *do* accomplish a lot for children and communities.

*Use the following template to localize your club's message:*

The Kiwanians of [club name] work together to achieve what one person cannot accomplish alone. We [list activities or fund-raising projects that your club performs]. Our focus is to make [list community] a better place to live.

## Going for the Goal

Kiwanis International has set a goal of celebrating its 100th anniversary on January 21, 2015, by having 1 million members. What needs to happen to reach that goal? Kiwanis International President Steve Siemens suggests:

- We need to have some big successes.
- We must make our marketing and branding campaign a real priority.
- We must stay focused.
- We must believe it can happen.
- We must work hard ... harder than we've ever worked.
- We must make strategic decisions.
- We must grow 100,000 new members during the 2005-06 administrative year—to prove we can do it and to establish a great foundation for future growth.
- We must build 500 new clubs. Again, to help people see that what we've labeled "impossible" is not!

So the question is: "What will you do to help make that happen?"

We need 8,333 new members per month. We have 8,600 clubs. That is one new member per club while retaining your current membership numbers.

We need 42 new clubs per month. We have 49 districts. This is approximately one new club per district per month.

This is not impossible!

## TV, Newspaper Generals Praise, Challenge Kiwanis PR Start

Kelly Manning and Jon Hunter had never met. But the people they serve every day ---- rely on them to sort out what is important in Eastern South Dakota. For Region 5 Kiwanis Club members attending the annual Governor's Conference --- it was chance to ask the Manager of KSFY - TV in Sioux Falls, Aberdeen and Pierre and the Publisher of the Madison Daily Leader how to get their service club message across.

Earlier this year --- Kiwanis International put out a packet of public relations material to each club in the country. While not all clubs we are told have received them --- most have. The concern was that many clubs didn't have DVD capabilities or even understood what to do with them. The purpose of the session in Madison on October 22nd -- was to not only explain the importance but to get them in front of members of the media.

Hunter is from Madison and has told Vickie Walters of the Madison club that the newspaper needs to have a Kiwanis member. So far he has taken the invitation --- but from what was said from Madison members --- he'll have to say no several more times before they stop asking. What Hunter told the group was how impressed and thorough the information was on contacting the media. He suggested the ideas would work in Pierre, Chamberlain, Brookings, Mitchell, or Clear Lake. What they don't want is the dull, boring check presentations --- but rather slice of life stories that are interesting for the community.

Manning knows the importance of getting out into the rural areas. In fact his television station has put "Wavy" on the road showing people using an appropriate finger with the #1 and promotional spots that hit most of South Dakota, Minnesota, and Iowa. Manning took the time to view the spots in advance of the presentation and added the Minnesota-Dakotas website at the end. He promises to run the public service announcements and suggested that "all" stations be contacted. In addition he volunteered to provide the State Broadcast guides as a place to start. KSFY runs separate signals into Aberdeen and Pierre --- and the promotional spots that run there could be different than what runs in Sioux Falls.

Manning also suggested that the Sioux Falls Kiwanis Clubs should be asking media members to join. That's something that Past Lt Governor Bill Daugherty planned to do as soon as possible.

Public Relations Ambassadors Bobbi Nelson and Brenda Kleinjan worked with the media and will continue to provide support for Kiwanis members in Region 5. You can reach Bobbi Nelson at [bobbie@wcnx.org](mailto:bobbie@wcnx.org) and Brenda Kleinjan at [brenda.kleinjan@sdrea.coop](mailto:brenda.kleinjan@sdrea.coop).

## Region 5 Ambassadors Ready & Willing to Serve

Meet Brenda Kleinjan and Bobbi Nelson. They met for the first time at Camp LeKodia. What they had in common was a belief that what we do for Kiwanis starts with us. Furthermore -- a belief that its harder to say no about getting involved in Kiwanis --- if you just keep asking.



Brenda lives in Pierre and Bobbi lives in Hartford but works in Sioux Falls. Both were sent by Kiwanis to separate training sessions in Las Vegas and Indianapolis. The purpose? Find ways to build membership and help Kiwanis clubs find ways to toot their own horn.

Brenda is a past Lt Governor --- when there was 23 Regions. Any talk of her becoming Lt Governor in Region 5 will have to wait --- but she leaves the door open. The other door she did open at the Governor's conference was the ease of creating Kiwanis Brochures. That's something she does for a living and she's has as creative a mind and approach as you will see. While Bobbi was helping with the TV, radio, and newspaper part of the Saturday session -- Brenda took information from the Mitchell Kiwanis Club and created a ready to use brochure within an hour. In addition she also took the time to have each of the clubs present -- give her information that could be created from a Kiwanis International template -- that would feature a local club.

What the audience did like about Brenda was her willingness to work with any club in the region to help use the brochure as a "self-help" project. She can be reached by emailing [Brenda.Kleinjan@sdrea.coop](mailto:Brenda.Kleinjan@sdrea.coop). It is our hope that she will have time as well to be a frequent contributor to articles in Region 5 in the months ahead.

Bobbi Nelson has been a Kiwanis member less than a year. In fact in the last 19 months she has had a child, is expecting another one, bought a home, joined a Kiwanis Club and then transferred before agreeing to become a Public Relations Ambassador with a 3 year commitment to Kiwanis. Bobbi will tell you that what sold her on Kiwanis was working a Christmas project for the needy.

During October -- she spoke to three Kiwanis clubs --- and provided the spark for the media session involving daily and

weekly media. Her favorite portion of the media kit is the radio which gives you well written copy and the ability to use your imagination on what a Kiwanis Club is doing. Her approach is to talk with younger members about networking and giving back to the community through help the children and help the needy projects. At 22 --- she has a full plate but is willing to lead the spark for new members, new clubs.

Want to contact Bobbi --- its [bobbin@wcnx.org](mailto:bobbin@wcnx.org)!!

Kiwanis is grateful to have both Brenda and Bobbi and could use a number of others just like them. Want to know how --- - just TAG Bobbi and Brenda.

## **Fairmont Early Risers Kiwanian Dick Adams selected as Martin Counties 2005 Outstanding Senior Citizen**

Richard, "Dick", Adams is a great example of the values for which Kiwanis stands. As a member of the Kiwanis Club of Fairmont, Early Risers, Dick brings to his club much respect and recognition. Recently, Dick was selected as the Outstanding Senior Citizen in Martin County ( Minnesota). This recognition was bestowed on Dick by a panel of judges who selected him from a slate of candidates nominated from throughout the county. Some of the criteria on which he was judged were, having attained the age of 70, community leadership, diversity of services as well as the variety, quantity and quality of activities in which he has been involved. The panel considered only volunteer activities in which he participated since the age of 65.



Dick is presently involved in over 12 different community activities, and always is among the first to raise his hand when asked to volunteer. His love for, and devotion to, children and community is well known and documented. His nominator for the award stated, "he has an undying spirit full of giving and kindness that comes from the heart that is non-stop." His interests in volunteering are found within club activities as well as throughout the community. He is the advisor for the Early Risers Key Club, a faithful participant in the Kiwanis Bingo night at the Lakeview Methodist Home, and facilitator for the Kiwanis Fishing Derby, which is jointly sponsored with the local chapter of the Bass Seekers.

Dick has also received the Friend of Education Award from the Fairmont Education Association because of the volunteering he does for the schools. Examples of this are - helping at Five Lakes Elementary School 3 days a week by helping 3rd grade students improve their reading skills and being a "classroom Grandpa" throughout the school year. Throughout the summer he volunteers to assist children in the local Five Lakes Center Mall's Sailing into Reading program. He further promotes the Kiwanis involvement with helping children by volunteering as a mentor for the Junior High "Success Academy", helping those students who need an extra academic push towards success. His mentoring does not stop there. He is very active in the Kinship Program working with children of the community who need an adult figure in their lives. Dick has worked with the same mentee for over four years, meeting once a week, or more. He also serves as Chairman for Pack 57 of the local Boy Scouts of America and as a staff person at Cub Scout Camps. He is also a registered merit badge counselor for a variety of categories.

Lest one feels the volunteering Dick does is focused only on youth activities, you need to know that his service to our community is reflected in a number of adult oriented programs. He volunteers to be the elevator operator for handicapped residents of the Lakeview Methodist home. The American Cancer Society benefits from his energy when he volunteers to drive patients 50 miles, each way, to assist them in receiving their radiation treatments when needed. He also serves as a courier for the Fairmont Health Center by transporting medical records between outlying clinics and makes special trips when needed. As a member of RSVP (Retired Senior Volunteer Program) Dick also helps with Readers' Theatre by going in to the schools to act out books for children.

This seemingly tireless volunteer also delivers "Meals on Wheels" for shut-in and low-income city residents. Rounding out his variety of quality volunteer work is his participation in Habitat for Humanity of Martin and Faribault Counties. He has been sawing, hammering, measuring and painting since these organizations' began here in 1977. Through this group, he has participated in projects, as well as organizing the County Fair Booth and a booth at the Spring Exposition.

To try to count up the hours would be an almost impossible task. Additional club involvement includes serving the club as representative at district and regional meetings, and being actively involved in all fundraisers for our club. Dick represents the purpose and foundation of Kiwanis. Most assuredly, Kiwanis International, and especially Kiwanis Club of Fairmont, Early Risers are fortunate and proud to have Dick Adams as a member.

## **Together Stewart Can, Is & Will Lead**

By Bill Zortman, Public Relations Chair

The month of October was a true travel log for Governor Stewart Ross ---- not only traveling the roads to build new clubs in Redwood Falls and St. Cloud --- but spreading the Good News, the Honest News, and the Electric Energy for the beginning of a year he sees as critical to the future of all of us.

The one-time marching band director found that the beat of the drums might sound a little different in Bismarck, North Dakota and Madison, South Dakota -- but it's still the same rhythm that he hears in Mankato, Minnesota. Fewer Kiwanis Clubs and fewer Kiwanis members is a challenge and Stewart attacks it just as he would a tuba player that was marching the wrong direction on a football field.

What Liz and Stewart Ross found was that it was a long way from Mankato to Bismarck --- but it didn't stop the enthusiasm.

The same energy was true as he arrived at a place called Camp LaKodia --- south of Madison, South Dakota that was hosting the first meeting of the Circle K District leaders and those Kiwanis Clubs from Region 5. Even though the Ross-s had started the morning in Orlando at an education conference -- flew into the Twin Cities and then drove the heart of Minnesota --- to find bunk beds in South Dakota --- they were there to lead and did. Leading as "Servant-Leaders."

For Stewart it was another first for the Minnesota-Dakotas District --- with the joint Region 5 Kiwanis and District Wide Circle K session. No doubt it was a challenge for Ross as he smiled to all those he greeted even though all he had for a short time Saturday morning was tennis shoes with his Kiwanis International tie and well styled dark suit.

Stewart Ross not only preaches thinking out of the box. He's not afraid to challenge the sagging stats and tackle trying new stuff for the future. As he says -- it you dont take some risks --- and fail a number of times this year -- it means we aren't trying. Not to do anything would be a mistake.

What he advocates is asking people NOT LIKE US to join our club and Kiwanis. He wants more workers and less advisors. He wants a change in the culture that thinks getting publicity is bragging --- when it's blowing our own horn for the benefit of the children we serve.

A key goal is to find a way to share Kiwanis ideas by not having to travel a large distance to do an inner club. The use of e-mails and computers is Goal Number 5 and he has put together a 23 member Advisory Committee to serve as sort of a "Focus Group" to make our three state web easy to navigate and full of useful information. In the South Dakota meeting he was pleased to hear Kelly Manning of KSFY-TV say that he would help Kiwanis with the Public Service Announcements in Dakotas and Minnesota as well. It made him smile when Jon Hunter -- Publisher of the Madison Daily Leader --- said the Kiwanis Public Relations Kit was an awesome start --- and the next stop was to get media members to join and help.

Stewart Ross makes one last promise at each of the 7 Regional stops. That is to hand Coralyn Dahl -- our next Governor -- a better Kiwanis in October 2006. While the Ross-s and Dahl-s handed out candy to hundreds of kids in a Festival in South Dakota --- they are handing out sweet somethings to the rest of us as we see this new partnership working for the Kiwanis treats we all believe in.

## **Lt Governor Business Cards Spread Internet How To!!**

Lt Governor Vickie Walters, Past Lt Governor Bill Daugherty, and Future Lt Governor Bill Zortman have been burning up the miles in Eastern South Dakota -- looking for a way to reduce the travel but increase the level of communications.

Region 5 stretches from Pierre -- east to the Minnesota line -- and includes 25 clubs. Bill Daugherty alone traveled 1800 miles to work with clubs that let him surprised by what he found.

Despite the work that has been done to use the Minnesota-Dakotas Website -- many clubs have never visited the website. Some hadn't missed the printed version of the Minnekotan that disappeared a year ago. With the hundreds of miles in Region 5 -- and other rural Regions in the three states -- Daugherty, Walters, and Zortman know that with gas prices increasing -- electronic communications has to happen.

Daugherty said, "I'm astounded by the number of Kiwanis members that have never visited the Kiwanis District website."

So what's the answer? Perhaps the new electronic communications for Club Secretary's. Getting President's and

Secretary's to spread the word about electronic communications. There is not a town that we have been told about in South Dakota -- or neighboring states that doesn't have the capability for e-mail or can tie to the website. For many its getting the word out and helping them feel comfortable navigating the web.

Vickie Walters is in Madison and works at Dakota State University which leads the way in computer courses in Eastern South Dakota. Bill Zortman -- with 30+ years in television news and management -- continues to work as Public Relations Chair for the Minnesota-Dakotas District. Between the three of them they have tried a useful trick that helps get the word out.

Dawn Fairbrother --- Region 6 Newsletter Editor offered at the Aberdeen convention to make business cards available for the Lt Governor Kiwanis teams. The first produced was a 2-sided card that has the contact information for Walters, Daugherty, and Zortman --- as well as the very important contact address for the Minnesota-Dakotas Website --- <http://www.mndak-kiwanis.org>

As each of the 25 clubs install their officers for 2005-2006 -- the three are giving each Kiwanis member -- the business card with the Website address -- right in their hands.

Kay Cox -- Lt Governor in Region 4 -- Western South Dakota -- is looking at doing the same thing -- along with Lt Governor's in other regions.

Zortman met with a TV company in early October that has a signal with several stations that covers almost all of South Dakota and all of North Dakota. The hope? To get the new Public Relations Kiwanis spots --- with the Kiwanis website information tagged at the end -- available on mass media. Those are the same kits that have been sent to every club in the country.

What will the Lt Governor teams find when they return in 2006-2007? We don't know -- but we hope that they will find people that still have the business card and have found the Minnesota-Dakotas website useful for not only club reports -- but blowing their own horns about the great work they are doing in their communities.

After you read this story -- make a copy of it -- and see that other members know that we are working communications -- one story -- one e-mail communication, and one club at a time.



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