

BUCKEYE BULLETIN

Ohio District of Kiwanis International

No.7

April 2014

Membership Matters

04/07/2014 - District: Ohio - Submitted by: Jennifer DeFrance

I decided that I wanted to write this month's article about membership. When I searched declining membership in service clubs online, I was saddened to find that articles have been written on this topic for years. For example, The New York Times published the article "Service Clubs Rallying To Reverse Their Slide" that discusses all major service clubs, including Kiwanis, in New Jersey on October 4, 1992. This article was written 21.5 years ago. It cites a declining economy, family time taking precedence over community service as both parents may work outside the home, developing bedroom communities where commuters do not feel invested in the community, and difficulty in making meetings, particularly luncheons. Many of these causes have not changed in the past 20 some years.



The Winter 2005 issue of the Journal of Association Leadership included the article by William L. Faulkner "Will Demographic Trends Transform Association Membership?" This article describes the typical member of an association as "a white 50- to 60-year-old-homeowner, upper educated, urban-based, married, and with a higher-level job" and states that this demographic is decreasing because of an increase in immigrants, particularly Hispanic, that are not actively assimilating into the American culture like immigrants during previous generations. Faulkner states that there has been conflicting results from the research done on why people join organizations, but concludes the article by encouraging one-to-one marketing and understanding potential member needs. "Associations have to root out the motivation, individual by individual, and be there with the proper message and medium when the prospect is ready. Perhaps one-to-one marketing — a practice that holds promise for associations — will in the end be the factor that helps voluntary organizations grab hold of a demographic profile in flux while mitigating the demise of the 'traditional' member and facilitating the emergence of the 'new' member."

Many articles focus on the changes in society through the increase in social media and internet usage, video gaming, and television watching. It is argued that this change in time use has made people more isolated and less likely to join clubs. Additionally, generational differences are cited as causes for declining membership.

Kiwanis International has launched "The Formula: Love it. Share it. Live it." The KI website states, "When you love something, you want to share it. When something really matters, you want other people to love it with you. You want it to be more than something you "do"—you want it to be part of your life.

So, what is The Formula? It's this: 1. Take something you love. 2. Share it with others. 3. Make it a part of your life.

The Formula is created from the love we feel for our clubs. It's energized by the pride that inspires us to show others how much we love Kiwanis. And it's powered by our eagerness to share our experience with others. Ultimately, that's The Formula: the motivation to make Kiwanis a part of peoples' lives. And to keep it strong in our own. This is your opportunity. To shape the future of your club. To do more of what you love. More fellowship. More service. More for your community. More Kiwanis."

We all need to search ourselves and determine why we love Kiwanis, why we choose to serve our communities through Kiwanis, and how we are going to share those feelings with others. Research shows that younger generations no longer join organizations out of a sense of obligation. They join when they feel needed, attached to a cause, and feel that their time is valued.

When KI Regional Development Strategist and University Kiwanis President Lanton Lee shared The Formula at a Division 20 meeting, he focused on explaining the "why" of Kiwanis rather than the "what." Often Kiwanians focus on what they do when they describe Kiwanis rather than why Kiwanis exists. Lanton discussed that the "why" of being a Kiwanian is much more compelling than the "what" of Kiwanis. I have certainly heard Kiwanians immediately list their fundraisers – pancake breakfasts, spaghetti dinners, night at the races, etc – as a description of Kiwanis. I have also heard Kiwanians talk about different service projects they do in the community and how funds are utilized in the community. But is that the "why" of why you are a Kiwanian? Why Kiwanis exists?

In Harvey Mackay's article "Why I Love Employees Who Ask 'Why?'" published in Inc. on March 30, 2012, Mackay describes an experiment done at the University of Pennsylvania's Wharton School of Business. When employees at a call center who were raising funds from alumni, the group that shared stories from former students on how scholarships helped them raise twice as much funds from twice as many alumni unlike the groups who read about the benefits of the job or explained the purpose of the call and asked for a contribution. Explaining why the contributions were being solicited was much more effective and persuasive than simply explaining what the call was.

How do we overcome the challenges that a changing society and demographics represent to Kiwanis? We need to be compelling to our potential members and understand and explain the why of Kiwanis. We should adopt KI's Formula of "Love It. Live It. Share It." It may seem too simple, but the articles I have read indicated that individualized marketing in the right way can attract new members.

Best of luck as you recruit new members!

Governor Jennifer DeFrance

District Secretary's Notes

04/11/2014 - District: Ohio - Submitted by: Dave Whiteman



As this issue of the Buckeye Bulletin is being prepared, district Kiwanians are preparing for our 97th Annual District Convention. This year we will be meeting in Columbus, Ohio at the Crown Plaza Columbus North Hotel. The convention committee is working very hard to make sure you have an enjoyable convention experience. Please mark your calendar for August 8-10, 2014 to attend a truly memorable District Convention. You are not going to want to miss the Friday evening "Fun" event, but more about that will be coming later!

Club Election Reports

Next month most Kiwanis Clubs will be electing their leaders for the 2014-15 Administrative Year. Once that is accomplished please be sure to report your elected officers to Kiwanis International and the Ohio District.

The preferred method is the online election form included in the Secretary menu of the Kiwanis Connect Reporting System. The process is very simple and easy. The great thing about using the online version through Kiwanis Connect is that you avoid the hassle and cost of mailing the forms. If you have any questions regarding the process, please call me in the District Office. Last year we improved the percentage of our clubs who submitted Election Reports, but we still had a significant number who did not file a report. This makes it very difficult for Kiwanis International and the Ohio District to prepare directories in a timely manner. Please make sure your club is not one of those who does not have information included in the International or District Directories.

If for some reason you are unable to report your club elections online, you can still complete the form and mail it in manually. [Click here](#) to open a PDF copy of the Club Election Report. You can print the form, fill in the information, and mail copies to both Kiwanis International and the Ohio District.

2014 District Installation

Please be sure and mark your calendar for the Installation of our 2014-15 District Board. This year, the Installation will take place on Saturday, October 4, 2014 at the Doubletree by Hilton Columbus-Worthington Hotel. Watch for more details to come!

The 2013-14 administrative year is now more than half over. Be sure to look elsewhere in this newsletter for information concerning various items of interest. Please don't hesitate to call us with your questions or concerns.

Dave Whiteman
District Secretary

2014 Certified Leadership Education

04/11/2014 - District: Ohio - Submitted by: Dennis Lehman

This article is a reminder that CLE 2014 is starting in May. Certified Leadership Education (CLE) is for all Presidents-elect of Kiwanis Clubs in the Ohio District. This education is provided to help you have the best Kiwanis year of leadership you can. There are always changes to CLE, so even if you are a repeat President, this year's CLE will offer some new information. Also, you can always learn from each other as you share at the training sessions. You also need to complete a CLE training to attain "Distinguished" status for your club.

There is a link to the 2014 CLE schedule with this Buckeye Bulletin. Please check the

schedule to find the best location for you to attend. The same information will be presented at all the sessions, so you can attend any one. Materials will be provided by Kiwanis International and the Ohio District. If you can't make any of the dates in person, you can get the training on-line at KiwanisOne.org. Please make this training a priority for yourself and your Kiwanis club. Let your Lt. Gov-elect and the contact person listed on the schedule where you will attend so they can properly prepare their location.

[Click here](#) to open a PDF copy of the Certified Leadership Education session in the Ohio District.

Dr. Dennis E. Lehman
Master Trainer
Ohio District



97th Annual District Convention 2014 in Columbus

04/10/2014 - District: Ohio - Submitted by: Eric Bush



We have an exciting convention planned for you! Come early, get involved, have fun, and create Kiwanis memories. For the **97th** time, Ohio Kiwanians will gather for Convention August 8-10, 2014 at the Crowne Plaza Hotel in Columbus.

Supporting Governor Jennifer DeFrance's *Healthy Kiwanians, Healthy Communities* project we have interesting ways for you to be involved in this year's convention. Come early on Friday. Weather permitting, we will be having an Eliminate Awareness walk on the scenic pond at the Crowne Plaza. Something new this year - **bring your digital camera** - and Ohio District Kiwanis photographer *Jim O'Neal* will lead a class on taking Kiwanians in action photographs. During the walk will be a great opportunity to see Kiwanians getting involved. Jim will share ideas on capturing the action moment. Friday evenings **fun** activities and food will have fun activities to get you engaged and pumped up for a great convention.

Saturday, we will start early and finish late. Breakfast, they say, is the most important meal of the day. So, this year, we will be having a kickoff breakfast on Saturday with Keynote speaker. The Cardinals (Past Lt. Governor's) will meet before breakfast. Governor-Elect, Diana Keplinger and Education Chair, Jamie Kauffman have been working hard to prepare fantastic sessions to attend. Lunch will feature another group session as a second Keynote speaker will address our convention. Saturday afternoon will be our House of Delegates. Finishing off the day, we will celebrate Governor Jennifer DeFrance's year as our leader. The Governor's Banquet is always a special event that you do not want to miss.

Sunday completes our convention with a non-denominational worship service and memorial service for those Kiwanians who have passed on during this year.

So... come celebrate the many great accomplishments in 2013-14 and prepare to have an even better 2014-15!

Looking forward to seeing you at District Convention. Registration will begin in June!

In Kiwanis Service,

Eric Bush
District Convention Chair

Don't Miss the 57th Annual Ohio Kiwanis Golf Outing

04/09/2014 - District: Ohio - Submitted by: Bill Flinta

The Ohio Kiwanis Foundation and its golf committee are actively planning and excited for this summer's 57th Annual Ohio Kiwanis Golf Outing. The event is sponsored by the Ohio Kiwanis Foundation making a portion of the registration fee and all sponsorship donations tax deductible, and the net proceeds will be available to help support Foundation projects. Please plan on joining us on your choice of June 25 or 26, 2014 at Tam O'Shanter Golf Course in Canton, Ohio. Tam O'Shanter is located at 5055 Hills & Dales Road NW, Canton, very near I-77. As always this event is open to the entire Kiwanis family and all friends of Kiwanis.



This year's event will be a scramble format with various levels of prizes. There will be games of skill on the course with prizes at the end of each day. In certain categories there will be separate prizes for men, women and seniors. Mulligans will be available for all golfers.

The price of this year's event is \$85.00 and includes lunch, golf, cart, prizes, and a great dinner. To continue to make this event a success and help raise funds for the many projects and grants supported by the Ohio Kiwanis Foundation, sponsorships will again be sold. Sponsorship levels are as follows; a hole sponsorship for \$100.00, a preferred sponsorship for \$175.00, a par sponsorship for \$250.00, a birdie sponsorship for \$325.00, an eagle sponsorship for \$400.00, and a double eagle sponsorship for \$500.00. The hole sponsorship will get a professional sponsor sign for both days on a hole with special recognition in the dinner program each day. The preferred hole sponsorship will get two hole sponsor signs both days of the event with special recognition in the dinner program each day. The par sponsor will receive all the benefits of the preferred sponsor plus golf and dinner for one person. The birdie sponsor will receive all the benefits of the par sponsor plus golf and dinner for two. The eagle sponsor will receive all the benefits of the par sponsor plus golf and dinner for three. The double eagle sponsor will receive all the benefits of the par sponsor plus golf and dinner for four. We are in need of strong support in sponsorships to help keep the tournament at the quality level everyone has come to expect and benefit the Foundation. Registration and sponsorship forms are available by clicking the links noted below or by going to our website at www.OhioKiwanisGolf.com and going to the events tab.

[Click here](#) to print a PDF copy of the Registration Form.

[Click here](#) to print a PDF copy of the Sponsorship Form.

Please mark you calendars and arrange your teams now to take advantage of the great fun, food and fellowship that takes place at this event every year. Tee times are assigned on a first come first serve basis so register early. The event is held rain or shine. No cancellations can be accepted after June 18, 2014. If anyone needs help with

lodging arrangements please contact us by June 3. Please encourage your club to send one or more foursomes to this great District event. If you have any questions regarding the tournament please contact either Dave Kuhn (330) 730-6254 or Bill Flinta (330) 801-6225. Thanks for supporting this event. We look forward to seeing everyone in June.

Dave Kuhn
Bill Flinta
Co-Chairs of 2014 District Golf Outing

Looking for a Few Good Kiwanians

04/13/2014 - District: Ohio - Submitted by: Kathleen Moylan



WHAT IS IN YOUR DASH?

Years ago I received an email with a subject line that read "What is in your dash?" At first, I did not have a clue about what the sender was asking. I thought he might be talking about what type things I had in the dash of my car (e.g., GPS, CD player, etc.). But, then I read the email itself and realized there was much more to the question than met the eye. He was talking about the hyphen that goes between one's birth date and death date on a tombstone. And, what he was asking was "What difference will your life have made? Will your having lived on this earth have made a difference in anyone's life?" Some pretty powerful, hard hitting questions. Yet, they are not intended to produce guilt within us; they are asked to cause us to think and do an

honest assessment of why we are here and what we are doing with what God's given us. Every one of us has some talent, gift or ability that is uniquely ours. Sure, some folks have several of them; but instead of worrying about others, we ought to focus on who we are and what we are doing here on terra firma. Even at its longest, life is incredibly short.

Kiwanis as an organization, your club in your community, and you, have the opportunity to make a difference in the lives of individuals that will last long after we are gone. The work that we do does improve the lives of individuals, one at a time. What if someone never asked you to join your club? What if your club did not exist? Would the service that you do and have done, be missed?

Growth in membership, new clubs, and ourselves is what we need in our district. Will you be a part of the solution? Come join us in building new clubs. Contact me at: kathleenmoylan@bellsouth.net or by phone at (828) 467-0761.

Kathleen Moylan
District New Club Building Chair

Aktion Club Update

04/15/2014 - District: Ohio - Submitted by: Bob Hobart

Please mark your calendars for the 2014 Aktion Club District Convention which will once again be held at Recreation Unlimited in Ashley on August 22-23. We are going to try something new this year as the Convention will be held from Friday evening to Saturday late-afternoon. The cost for the event will be \$60, which will include your overnight stay, Convention T-shirt, goodie bag, and your meals for the event, which are a Friday night pizza party with the dance, Saturday Breakfast, & Saturday Lunch. If you are close to Recreation Unlimited and do not wish to stay with us on Friday night, the cost will be \$50 for the event. I will be sending out more specific information out to the Advisors in the very near future. If you have any questions, please contact me at rhobart@lb.com.



Ohio Eliminate Project Surges Ahead!

04/02/2014 - District: Ohio - Submitted by: CindyChamper Ohio MNT

ELIMINATE
maternal/neonatal tetanus

The Ohio District of Kiwanis continues to surge ahead in saving lives of women and children - and thereby families! We welcome the newest Model club addition of New Madison Kiwanis, the second club in Division 3 to

do so! Congrats and thanks!

Overall the campaign is moving ahead strongly. Internationally the campaign has reached \$50 million raised and in Ohio we are working on our next major benchmark of saving 1.1 million lives - (reaching \$2 million!)

We had a super Mid Year with many great presentations, including two forums by the Eliminate team and one by Dr. John Button, KI president-elect, who continues to be a great advocate of this program. From Mid Year, we congratulate Portage Lakes and Sharonville Kiwanis for receiving their share of the Eliminate pot. We will repeat this event at District convention, so plan to bring your gently used Kiwanis items and put them in for sale; and/or also purchase some items. Every club name goes into the pot and the winners receive \$ toward their Eliminate project efforts - a simple fundraiser that could even be used at the local level!

We also congratulate Fairfield Kiwanis for being the luck club chosen to win two free registrations to district convention.

And please remember the other initiatives - the 100 Babies club (donating \$180 or multiples of); and our GEMS program, designed to recognize local clubs for raising Eliminate funds at the \$5,000; \$10,000; \$20,000 and \$40,000 levels. Remember that while I have written this article, another baby has died - let us work together to stop this tragic loss of life!

Cindy Champer
Ohio Eliminate Coordinator

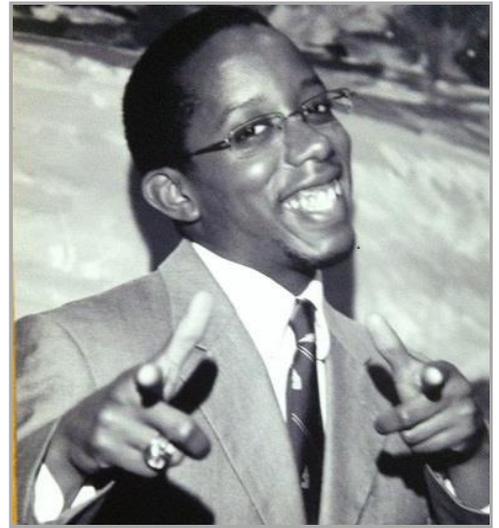
The Importance of Stepping Out on Nothing

04/09/2014 - District: Ohio - Submitted by: Hasani Wheat

Have you ever heard of the term "stepping out on nothing?" If you have, then you know how difficult it can be to do just that. Kiwanis clubs and club members are vulnerable to fall into habits and ways that are repetitive; these repetitive ways are comfortable to many individuals and Kiwanis clubs may not want to change those habits and ways even if events and strategies for recruitment, fundraising, etc. are not as successful as they

once were. Stepping out on faith may be risky and even frightening but doing so can be the difference between a healthy club that seeks out new opportunities and is moving forward confidently into the future and a struggling club that is clinging on its past glories and successes.

In his book, *Step Out on Nothing: How Faith and Family Helped Me Conquer Life's Challenges*, current ABC News correspondent Byron Pitts talked about how he was able to overcome obstacles in his childhood to achieve success in life. As a child, Pitts suffered from a stutter and was functionally illiterate. Although he had his struggles, Pitts had several people who "stepped out on nothing" to help him. Byron Pitts was able to persevere through adversity, defy odds, and not let his obstacles define him but rather to rise above those obstacles.



After reading *Step Out on Nothing*, a couple of thoughts hit me about Byron Pitts' story and the concept of stepping out on nothing:

- Despite the obstacles, there were always people that Byron Pitts could depend upon for help.
- Scripture and inspirational words were included in most of the book's chapters, all of which deal with having faith especially in what seems impossible.
- Prayer and optimism can change an individual's perspective on many things in life.
- Your experiences can make you or break you; for Byron Pitts, his experiences made him a stronger individual.

One particular scripture stood out because it encapsulates everything that was mentioned above as well as captures the premise of Step Out on Nothing; that scripture is James 1:2-4, which is below:

"Consider it pure joy, my brothers, whenever you face trials of many kinds, because you know that the testing of your faith develops perseverance. Perseverance must finish its work so that you may be mature and complete, not lacking anything."

As Kiwanis heads towards its 100th anniversary, Kiwanians need to step out on nothing in order to achieve what is possible and what some people may say is impossible. Like the individuals that helped Bryon Pitts through his trials and tribulations, Kiwanians also need to be able to do everything in their power to help out their fellow man, woman, child and creature. We as Kiwanians must persevere through our own individual or club struggles so as to be a source of strength in our communities. Kiwanis has done incredible things and will continue to do incredible things especially if we thrive to step out on nothing.

Hasani Wheat
Human and Spiritual Values Chair

Food for Thought (and Service)

04/10/2014 - District: Ohio - Submitted by: Sarah Roush

Kiwanis One Day has come and gone. We have been receiving some photo stories of service projects from across the state showing Kiwanis Family members working together to clean up parks, enhance ball fields, feed the hungry, support the troops and



Healthy Kiwanians Healthy Communities

2013-2014 Governor's Project
This is Doing a Kickstart on the job of pulling weeds.

all manner of service. One thing that was noticeable in almost every picture was the look of contentment and happiness on the faces of our volunteers. Helping others is always a feel good activity.

With any luck, we have said good bye to the snow for a couple of months and can now look forward to warm and sunny days. As a youth, I hated gardening. I hated the dirt under my nails, the hot sun, the weird tan I got from the sun. I remember a black cat that would scare me by suddenly appearing where I was. I remember the hot sun, the weird tan I got from the sun. Today, I latch onto the many seed catalogues that appear in my mailbox and study them with a fervor that I should have applied to algebra when I was in school. Ironically, I am trying to still figure out how to get maximum results with minimal effort. I figure if I can grow produce in smaller space with a greater yield – I don't have to weed as much (still hate it).

Eventually I will figure out how to completely grow my garden in skids (also known as pallets). Mostly so I won't have to deal with thistles, garlic mustard and other invasive rubbish. But, pallet gardens are a tremendous way to help provide healthful, nutritious food at a minimal cost and with minimal space requirements. A simple pallet or skid obtained pretty much from anywhere that has big shipping materials... i.e. WalMart, Lowes, etc...., some gardening fabric and some good soil creates a movable garden that does not require heavy equipment or backbreaking work. A single pallet garden can provide several weeks of greens and other vegetables for a family of four. If you plant cold weather crops to warm weather crops and then to cold weather crops again, you can get several plantings in one summer. Just think how a wall of these gardens could supplement the diets of individuals coming to a food pantry or living in a shelter or a group home.

This could be a tremendous project with a local 4-H club, vocational school, master gardeners group or nursing home. This provides a chance for individuals to learn how to garden, as well as to re-introduce them to the taste of food that does not come from cellophane, plastic bags or is sprayed to ripen in a truck.

There are many ideas for building different types of pallet gardens – or even container gardens on the internet. A super easy, inexpensive, renewable way of providing food that is simple and healthful to the very people who need it the most.

Sarah Roush
2013-14 District Chair
Community Service

Club News

School District Food Drive

04/13/2014 - Club: Bellevue - Submitted by: Joan Cmar

On March 21, students from both the Bellevue Middle School and Bellevue High School helped transfer all of the collected food items to the local food pantry. The schools district collected over 3,500 items for Fish and Loaves for the Feinsein Challenge. There was a competition between grade levels as the high school. The seniors won and was

rewarded a donut party.



Blood Drive

04/13/2014 - Club: Bellevue - Submitted by: Joan Cmar



On April 3, the Bellevue High School Key Club hosted their annual spring blood drive. The goal was to collect 40 usable units of blood, but 56 usable units were actually collected that day. Each unit can help save three lives.

Kirtland Kiwanis Club Baby Shower - Young Children Priority One

04/04/2014 - Club: Kirtland - Submitted by: Bill Pastor

At its regularly scheduled March 20th weekly meeting, the Kirtland Kiwanis Club gathered to celebrate the club's first annual "Baby Shower". Thirty-Five members and spouses were on hand to celebrate this new service project. Our shower's beneficiary was Hannah's Home, a volunteer organization funded completely by donations located in Mentor, Ohio.



Hannah's Home is a maternity home for single, pregnant, young teens and women through the age of 25 offering a safe and structured environment that allows a young woman to make a positive life plan for herself and her unborn child. The home offers many different services to its residents, most notably cooking, parenting and nutrition instruction.

Directors and house parents Pam and John Severa, were on hand for the festivities. Upon arrival Kiwanis members and guests were treated to all the usual shower decorations including beautiful fresh flower pots as centerpieces, candy bar favors, pink and blue table napkins, and even a decorated shower cake. There was even a "man-friendly" menu available- chicken and burger sliders, macaroni and cheese and roasted potatoes, along with fresh vegetables at each table.

Games included among the festivities: guessing how many jelly beans or M&M's in the baby bottles, tasting baby foods to guess their flavors, and also a "my water broke" game that centered around a toy baby and an ice cube.

It is estimated that donations, ranging from clothing to gift cards, to books for mother and baby, as well as some toys, totaled approximately \$2000.00!

The Kiwanis Clubs' Young Children Priority One Committee sponsored this fun evening, and special thanks go out to its organizers- Deloris Parsons, Dottie Croyle, Jane Lyon, Debi Casper, Kelley Meyer, Jane Carle and Jeni Potter. Thanks also to President Stan Krulc for his inspiration with this idea.

Kirtland Kiwanis hopes to make this an annual event as well as broaden the scope of the contributions donated. Thanks to all who showed such incredible generosity for such a worthwhile project!

Celebrating a 50 Year Kiwanian

03/30/2014 - Club: Kenmore, Akron - Submitted by: Elizabeth B. Wilson



On March 25th, we celebrated the 50th Anniversary of Kiwanian Pete Petersen of the Kenmore Club. Joining the Kenmore Kiwanians were President Dr. Brian Miles and member Tim Crawford of the Norton Club and Lt. Governor Elizabeth Wilson and Jim Carpenter of the Magic City Club. Carpenter has known Petersen for over fifty years from their work at First Merit Bank. (All three clubs are in Division 16.)

Club Secretary Tom Prentice made the presentation of a 50 year pin while President Pat Cardarelli announced that Pete would be a part of the Memorial Day Parade in Kenmore. Petersen had perfect attendance every year since he joined Kiwanis. Wilson gave Pete a card congratulating him for fifty years as a Kiwanian and thanking him for fifty years of service to his community.