

BUCKEYE BULLETIN

Ohio District of Kiwanis International

No.4

January 2013

District Governor's Report

01/18/2013 - District: Ohio - Submitted by: Craig Wallace

Happy 2013! The start of a new year is always a good time to review the previous year and to refocus as we move ahead. The past three months of 2012, which is the first quarter of our Kiwanis year, were very busy for Lee Ann and I. We both started new jobs with new companies in addition to being installed as your Governor and First Lady. We are excited about the new opportunities in both Kiwanis and work. We have completed most of our official visits to divisions throughout the district. We have really enjoyed these visits and very much appreciate your hospitality as well as your support.



The District Mid Year Education Day will be held at Northpointe in Columbus on March 9. This will be a great day full of fellowship, educational forums, good food, and a tremendous keynote speaker-our own A.

Alan Penn! On March 8, the district board and the district foundation board will both meet to take care of their business activities. Chair Diana Keplinger has done a great job in organizing this event. I encourage you to attend and have a great time.

It's not too early to think about the Kiwanis International Convention to be held in Vancouver, B.C. Registration is now open on the Kiwanis web site-www.kiwanisone.org. There will be a fun and interesting cruise to Alaska following the convention. As the Ohio District is one of the premier sponsors of this cruise, there will be many Ohio Kiwanians on board. Lee Ann and I look forward to seeing you in Vancouver and on the cruise.

Thank you for your support of the First Lady's Project. In the first quarter, we collected nearly \$11,000. A check for half of this amount has been sent to The Eliminate Project. The other half will be combined with future donations and then divided among the 7 children's hospitals in Ohio for pediatric trauma education. Women and children, all both close to home and around the world, will benefit from your donations to the First Lady's project.

By many indicators, the first quarter was a great time to be a Kiwanian in Ohio. We have increased our membership, after an initial drop, and added a new club at the end of September. We have another ready to charter and at least 4 more in progress. We have

helped thousands of people in a multitude of ways through our numerous service projects. And our meetings and projects have been welcoming places for members and guests alike. Let's keep the momentum rolling throughout the year

From our family to yours-Have a AWESOME year and keep up the great work for Kiwanis!

REACH OUT IN FELLOWSHIP, IN SERVICE AND IN HEALING!

District Secretary's Notes

01/23/2013 - District: Ohio - Submitted by: Dave Whiteman



Mid Year Education Day

Registration for the 2013 Ohio District Mid Year Education Day is now in full swing. You can register online by going to <http://www.ohiokiwanis.org/> and clicking on the link at the top of our home page. Other information, as well as links to print off hard copies of the registration forms can be found on the Mid Year Education Day page on the left side menu of the home page. We will have the Workshop schedule listed on the website very soon. Please register soon as space is limited and last year we had a full house!

990 Tax Return Final Notice

All Kiwanis Clubs (regardless of size) must file a Form 990, Form 990 EZ, or a Form 990-N with the Internal Revenue Service by no later than February 15, 2013. Failure to do so could result in loss of your Blanket Exemption from Federal Income Taxation. Last year, 16 Ohio Kiwanis Clubs lost their tax exemption and were required to file paperwork to attempt to recover their exemption from federal income taxes. If you have any questions at all, please call me right away in the district office at the number shown in paragraph one of this article.

Kiwanis License Plates

The Ohio District, under the leadership of Governor Craig Wallace, is currently collecting signatures to have a Kiwanis logo license plate made available for purchase from the Bureau of Motor Vehicles. Proceeds from the sale of Kiwanis logo license plates will go to the Ohio District Kiwanis Foundation to support their efforts to improve the lives of children throughout the Ohio District. To collect signatures of those interested in seeing a Kiwanis plate made available for purchase, please click on the following link:

[Click here](#) to download a PDF copy of the license plate petition. Completed copies of the petitions can be returned to the Ohio District Office at the following address:

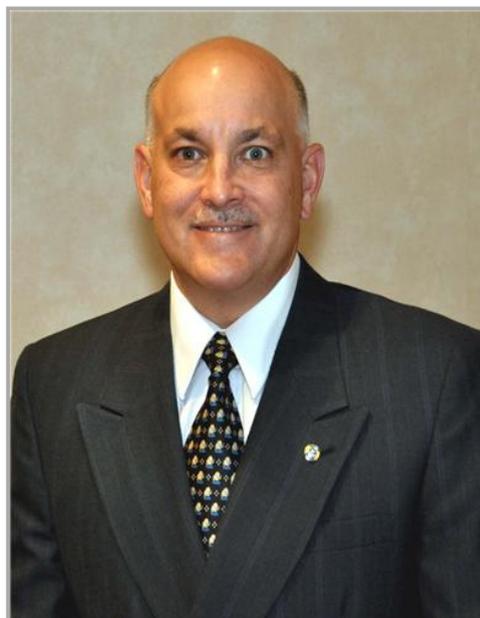
Ohio District of Kiwanis International
6161 Busch Blvd, Ste 220
Columbus, OH 43229-2554

Dave Whiteman
District Secretary

Did You Get an iPad for Christmas?

01/18/2013 - District: Ohio - Submitted by: Lyndon Thomas

My mom got an iPad for Christmas. Now in her 80's, the iPad is her first venture into the digital age. She has installed a Bible app, a Word Find app, and several books for her iBook app. She has downloaded pictures from her camera into the iPad and now uses her iPad as a photo album to show pictures to friends and family. She even sends me email now! I was surprised by how fast she was able to use her iPad to do things she was doing before; only now electronically. Technology has changed our world; providing us with new tools for the way we work and the way we volunteer.



"There is an app for that" is the phrase you often hear when discussing today's new technology for smart phones and tablet devices. And, that includes Kiwanis. Did you know that Kiwanis International has an app that runs on your iPhone and your iPad? The Kiwanis iPhone app enables you find a local Kiwanis club wherever you are in the world. The Kiwanis app also allows you to join and volunteer for club service projects and donate to Kiwanis International Foundation. Kiwanis also has apps for Circle K and Key Club.

There are several other apps that focus on volunteering. VolunteerMatch allows you to search for volunteer opportunities in your area. Catalista will not only help you find a place to volunteer, but also allows you to track hours, rate the opportunity, and share the experience on Facebook. If you would like to be rewarded for your service, download Reward Volunteers. This app connects to your Facebook page and allows you to track your volunteer hours and earn chances to win prizes for both yourself and your organization.

Integrating technology into our clubs is critical to attracting new members into our Kiwanis clubs. We need to use technology to communicate, plan, and organize our community service efforts and club projects. Smart phones, Facebook, and the internet are how young professionals work and how they volunteer. And, they can be fun for someone in their 80's too; just ask my mom.

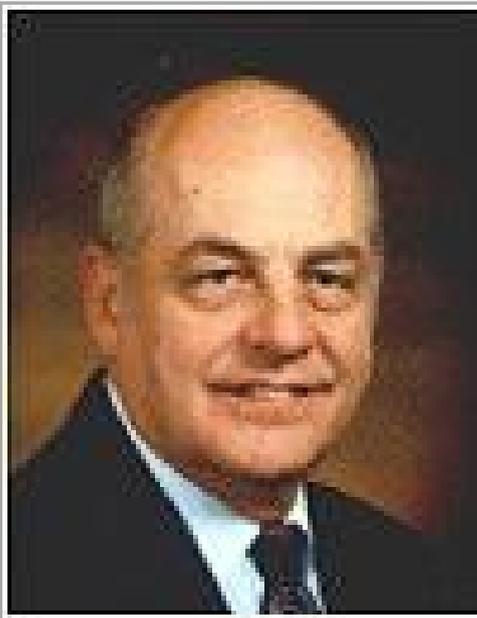
Did you get an iPad for Christmas? If you did, be sure to download the Kiwanis app and use your new iPad to change "the world one child and one community at time."

Lyndon Thomas
District Chair
Membership & Growth

Kiwanis One Day is April 6th

01/15/2013 - District: Ohio - Submitted by: Al Allender

My initial information gave me the wrong date for Kiwanis One Day, so earlier communications gave the date of April 20 which is in error for 2013. The correct date is



April 6, 2013. If you have already begun planning a project for April 20, it is not critical to change your plans. The one day project of service to your community is of much greater importance than which day it is done.

If you have not yet started planning a One Day project, it not too late to do so. Many needs of local communities can be met with projects that can be planned very quickly and completed in one day. But don't delay, start soon.

Governor Wallace has set a goal for each club in Ohio to do a community service project at least quarterly and a new community service project this year. Is your club on track to meet these goals? Only one quarter has passed, so you can still do the other three if you missed the first quarter and there is still time for a new project.

There will be a forum at Mid-Year Education Day where you may pick up some ideas for projects as well as exchange/share your ideas with other clubs. If you need financial help to complete some projects, apply for a grant from the Ohio District Kiwanis Foundation. Application deadline for the next grant cycle is March 31. You can find more information and the grant application at www.odkf.org.

Community Service projects can help your club recruit new members, benefit your community, generate new ideas for your club and community, and benefit your club in many other ways. Don't miss out on these benefits.

Al Allender, Ohio District Chair Community Service and Kiwanis One Day

Top Ten Reasons You Should Attend Mid Year Education Day

01/18/2013 - District: Ohio - Submitted by: Diana Keplinger

10. Enjoy the comfort and hospitality of North Pointe Conference Center in Lewis Center. The accommodations at North Pointe are perfect for a winter conference. The rooms are all on one floor, easy to find, and spacious enough for every forum. The gourmet food is delicious. You will have tasty morning/afternoon buffets and a full menu lunch.

9. Visit the educational displays and purchase Kiwanis attire. The gymnasium was remodeled into a beautiful ballroom. It provides plenty of room to view displays of topics provided by District Chairs and clubs, special fund raising ideas, future events, and service projects. Beautiful Kiwanis shirts will be available to purchase.

8. Our Mid Year Education Day will kick off with an inspirational and entertaining look at Kiwanis through the eyes of Past International President Alan Penn and his wife, Jeri. They will share their observations of the fun, fellowship and service Kiwanis members use to continue to make a difference in the lives of children and



families in local and global communities during the opening session Keynote Address. Don't miss it!

7. Learn all about the First Lady's Eliminate/Pediatric Trauma Training project. First Lady Lee Ann will touch your heart with her passion for saving infants and children locally and globally.

6. Hear all about Ohio's leadership role in the Eliminate Project and what we still have to do to stay #1. Dr. Robert Allen will be our guest for the day. He will share his experiences and provide guidance for our members to stay strong in the fight against maternal and neonatal tetanus.

5. Acquire a wealth of information about how to grow your club. More hands mean more service. Learn new service project ideas that can be used to improve the quality of life for those in need in your community.

4. Get fresh new ideas about fundraising that can help support your service projects.

3. Find out why Kiwanis is the best service organization in the world! Service Leadership Programs set us apart from all of the others. Come and learn about them.

2. Meet old friends and make new ones! The schedule allows plenty of time to visit and renew old friendships. The Conference Center at North Pointe provides comfortable areas to sit, chat, network, and enjoy Kiwanis friends.

1. Be inspired to "Reach Out in Service, Fellowship, and Healing" at the Kiwanis Mid Year Education Day, March 9, 2013, The Conference Center at North Pointe. Register online at www.ohiokiwani.org.

Diana Keplinger, Mid Year 2013 Chair
For more information call: 419-566-5903.

Ohio Aktion Updates

01/17/2013 - District: Ohio - Submitted by: Sande Theis



OHIO AKTION CONVENTION
Sat/Sun, August 24-25, 2013

Members/Advisors - \$50/registration
Caregivers - \$45/registration* (does not include t-shirts or goodie bags)

Ohio Aktion Club Convention is an important part of networking and training for Aktion Club officers & members. We need as many Aktion Club members to attend as possible.

Aktion Clubs - Please mark your calendars
Kiwanis Clubs - Please check with your Aktion Clubs to see what they might need to attend.

MEMBERSHIP UPDATE CENTER

Kiwanis International has instituted a new online club membership site for each club. This update site MUST be used to report membership and generate a club invoice for membership dues to be paid from.

Clubs have contacted me saying that they have not received passwords from Kiwanis International in order to access their site. If your Aktion Club has not received a password, please contact me as soon as possible so that your club will not be in jeopardy of losing their charter ~ sande419@yahoo.com

In addition to generating your membership invoice for dues, you will find that the site offers many additional features that will benefit your club.

KIWANIS MID-YEAR / Sat., March 9, 2013

The Ohio Aktion Club exhibit at Ohio Kiwanis Mid-Year will include the Membership Update Center (MUC) for Aktion Clubs and allow us to help make changes or access the MUC.

See you at Mid-Year

Support Your Kiwanis Foundation

01/14/2013 - District: Ohio - Submitted by: Len Abrams

We are blessed with two foundations. One is Kiwanis International Foundation and the other is Ohio District Foundation. We all are members of both of these foundations and should be supporting them through their Annual Gift Campaigns either individually or through our clubs.



Each foundation carries out the extended goals of Kiwanis in serving the children of the world. The foundations provide additional support to our sponsored youth organizations. They underwrite targeted projects of Kiwanis Clubs, large and small, through grants that are carefully and thoroughly vetted. A gift can make a difference in our own community or in distance lands far away. It's about sharing a little of what we have worked so very hard to earn each year during our various fundraising efforts.

This year Kiwanis International Foundational is asking you to consider a gift of \$6 per member. However, what really counts is participation, period and that's our real goal in Ohio. Let's see if we can get 100% of our clubs making a gift, at some level, to each of our fine foundations before September 30th.

As always you can contact me at lhachfc@yahoo.com or 330-465-4690 with your questions or for support. Lastly, thank you so very much from the children of the world who will benefit from your generosity.

ODKF Announces New Award Honoring A Alan Penn

01/14/2013 - District: Ohio - Submitted by: Faith Levine

The Ohio District Kiwanis Foundation is proud to announce the new A Alan Penn Award. This award has been added to the existing Stanley Schneider Award, Don Williams Award and Walter Sellers Award, which are given for a donation of \$1000 to the Ohio District



Kiwanis Foundation. As the first Executive Director of ODKF, this award symbolizes and celebrates Alan's lifelong commitment to and support of the Foundation's work and goals. Please go to www.ODKF.org and click on "Donate" for the opportunity to be one of the first Kiwanians to receive this award

Deadline for the next round of grant applications is due by March 31st. Grant application information and forms are available at www.odkf.org ODKF grants are a fantastic way of increasing the impact of your clubs service projects in your communities. Your ODKF liason is also available for assistance

Supporting Eliminate with Worldwide Reporting Day

01/12/2013 - District: Ohio - Submitted by: Cindy Champer, Dist. Coor.

By the time Ohio Kiwanians read this newsletter, the second Worldwide Reporting Day will have come and gone - but Ohio's great results will continue! Since we ended the last Kiwanis year with having saved over 611,000 lives of women and children, having raised \$1.1 million, we have added another Model club - that of Dayton (Noon) Kiwanis! Thanks and congrats for saving 10,420 additional lives!



On January 16, Ohio Kiwanis will officially present these totals and other great works such as fundraising projects, upcoming Zellers and Hixsons during Worldwide Reporting Day - but we can continue to **Make a Difference** at MidYear Education Day on Saturday March 9.

The program will open with a "690 Presentation" which highlights the number of lives saved (690) when you give or pay for a Zeller. Following that, we will have a **"Parade of Checks"** - that's right, **anyone who has a Hixson or Zeller PAID IN FULL, or has a NEW MODEL CLUB** - should plan to announce these great works in front of everyone. The Hixsons (\$1,000) and Zellers (\$1,250) must be paid in full to receive the hardware that morning, but what an exciting honor to recognize your spouse, significant other or a member of your club with special recognition!

Be sure to also stop by the Eliminate booth at Mid Year; and also hear our guest speaker Dr. Robert Allen of Capital District Kiwanis, on his exciting Eliminate trip to Guinea! You won't want to miss a minute of his presentation.

Ohio District Circle K

01/19/2013 - District: Ohio - Submitted by: Sarah Roush, Circle K Administrator

The administrative year end is fast approaching for the Ohio District Circle K and clubs should be gearing up for two big events for the year; the election of new club officers and the district convention. Both occurrences help keep the clubs strong by planning ahead. District Convention will be busy with a variety of workshops to educate members about service partners, club health and personal development. There will be a service



fair, a blood drive and of course election of district officers.

Circle K is different from Key Club and Kiwanis in that their Lt. Governors are elected at convention. Candidates must caucus in front of the whole district, go through the House of Delegates and be elected by a majority vote. It can be a very exciting time as well as a nerve wracking one. Any student who is a member of a club in good standing, and will be returning to school

the following year, may run for district office. Deadline for application for candidates is fast approaching and all applications must be sent to the Administrator c/o the Ohio District Office.

There are a wide range of awards and contests for convention as well. Some are as simple as entering a club t-shirt. By filling out the club achievement report, you can really see where your club's strengths and weaknesses are and it will help you figure out what your club needs to do to strengthen from within. I would be remiss to not mention our "Talent Contest". Clubs entering the talent show must involve a percentage of their club for their production. Original songs and skits are typical and last year, Bowling Green State University brought the house down with their "Synchronized Swimming on Land" skit. Instead of trophies, winners of the talent show receive money in the form of a service grant. Clubs must turn in a service grant application prior to the auditions to the talent show, once the winners of the talent show are named, the service grant is awarded. Contest information may be found at www.ohiocki.org under "resources" and "awards".

Convention is modestly priced for students; early bird registration is \$135/person and includes hotel accommodations (4 to a room), two breakfasts, a lunch and a banquet ticket as well as a district shirt. We especially encourage clubs to send incoming officers.

We strongly advise sponsoring Kiwanis Clubs to double check on the health of their Sponsored Leadership Program. Currently, we have half of our clubs in the district "Not in Good Standing" with International. They have either not paid their dues or they are below charter strength (15 members). (To find out the status of your club, contact Sarah Roush at 888-827-8196 ext. 202.)

Helping club leadership brainstorm on how they can recruit new members and supporting the clubs with their open houses and membership drives will not only strengthen the club, but it will also strengthen the bond between the SLP and Sponsoring Kiwanis Club.

We all want our SLP members to have a successful Kiwanis Family experience. By making certain the club is healthy, active and engaged in both the leadership development aspects of the district and their campus, Kiwanians can make a huge impact on the impression the K-Family leaves on our collegiate branch.

Club News

Record Numbers Join the Turkey Trot

01/22/2013 - Club: Warren - Submitted by: Jan Vaughn

The Warren Kiwanis Club hosted its 34th annual Turkey Trot on Thanksgiving morning 2012 at the Kent State University Trumbull Campus in Warren with a record number of participants.

Some 2,800 people of all ages signed up for the 5 mile run and 2 mile fun walk/run, an increase of some 400 individuals from last year's event - due in no small part to the day's perfect weather.

"This is our club's largest fund-raising activity each year," said Turkey Trot Chair Greg Yurco. "The race is a Thanksgiving tradition for many, and is one of the largest such events in the tri-county area. We are very thankful to everyone who makes it possible."



In the past, the club has realized as much as \$15,000 profit from the event, which is given out to local charitable organizations via a funds request process.

"We have a number of families who make this race an annual event," Yurco said. "It's an activity that all ages can enjoy - it promotes good health - and it raises money for charity. What more could you want on a Thanksgiving morning?"

(The accompanying photo is courtesy of Race Director Ted Rupe, taken during the start of the 2 mile fun walk/run. To view more photos, visit www.gopherarun.com)

Kiwanis Labor Day Race scores big for Senior Van Fund

01/21/2013 - Club: Newton Falls - Submitted by: Barry Silliphant



Newton Falls Kiwanis Labor Day 4 mile run/walk was a big success with \$5515 profit. For over 20 years the Senior transportation van has been getting all the money from the race.

Both vans just had major front end repairs and the Kiwanis check more than covered the expense. Mayor Waddell proudly spoke of the kiwanis gift at the city council meeting and challenged more citizens to take an

active roll in their communtiy and consider joining Kiwanis. Great recruitment tool huh? "We hope so", said club President Bob Wujcik. Bob has been on a recruiting roll and has 3 new members to his credit.

Westlake Kiwanis Purchase Pedi-Mates

01/18/2013 - Club: Westlake - Submitted by: Victor Ruktoski

The Westlake Kiwanis recently purchased 4 Pedi-Mates for the Westlake Fire Department. The purchase was made possible by a grant from the Ohio District Foundation. The Pedi-Mates are used to stabilize children up to 40 pounds for transport in emergency vehicles. This is part of the Ohio First

Lady's Project for Pediatric Trauma. Looking on, is Westlake Kiwanis Past President as Westlake Fireman Nick Tomnino adjust the Pedi-Mate on Sienna Schell.



Coupons to Troops

01/18/2013 - Club: Westlake - Submitted by: Victor Ruktoski



The Westlake Kiwanis Aktion Club continues to clip coupons for troops. The program is called "Coupons to Troops" involves mailing coupons to military families stationed overseas. The Aktion Club collect, cuts, sorts and mails coupons to families at various bases. They are currently mailing coupons to an Air Force family in Italy. The families can use the coupons at their Post Exchange even if they are six months out of date. The club gathers monthly at the Porter Library to work on their project. The recipient shares the coupons with other

families on the base.

Kiwanis Christmas Gift and Food Baskets

01/18/2013 - Club: Westlake - Submitted by: Victor Ruktoski

The Westlake Kiwanis helped purchase Christmas gifts and food baskets which they distributed from the Westlake Community Center two days before Christmas. They also relieved the Meals on Wheels drivers on Christmas Day delivering the meals for them.



Builders Club Collects Donatons for Samartan House

01/17/2013 - Club: Lima - Submitted by: Robert Day



The Builders Club of Liberty Arts Magnet School K-8, Lima, Ohio, collected food, cleaning supplies, personal items, and baby items from the students at their school which in turn were donated to Samaritan House, a shelter for women and children.

Elementary/Middle Schools Receive Grants

01/10/2013 - Club: Hilltop, Columbus - Submitted by: Sandra Robert

The Elementary / Middle School Grant Program has been a project of the Hilltop Kiwanis Club Vocational Guidance Committee for 12 years.



In September we visit each of the schools and deliver a grant package to be placed in the mailbox of each staff member of the 17 elementary and middle schools in the area of the Hilltop we serve. This package consists of an announcement flyer, an explanatory letter with deadline dates, and an application. The application is returned in October and a summary is compiled by the November Committee meeting. The nine-member committee reviews the grant information summaries, rates them in a blind format, discusses their merits, and determines the amount of money awarded for each grant, based on the amount of funds available. Recipients are notified before winter break of the amount they have been awarded. An awards program is held in January where business sponsors and school staff meet, checks and certificates awarded, and teachers honored. This year, 16 applications were received from 9 of the 17 elementary and middle schools in the Hilltop area.

Until 2011, the principal source of funding has been the Hilltop Kiwanis Newspaper Sale. In 2011, Carol Schuler and Sandy Robert began tapping various Hilltop businesses for financial support of the program. In 2012 they were able to raise about \$3500 from 10 business sponsors, as well as a Marian Foundation Grant. Each project grant is funded by both the Hilltop Kiwanis club and a business sponsor. Grants totaling \$7,000 impacted over 2,770 students grades PreK through 8. Because of the generosity of sponsors, all projects were selected for grants at the levels they requested. Grants ranged from \$100 to \$600 each. It was an exciting year for the program.

This year a school principal requested a grant to spread the lessons of the school pledge. The pledge consists of five characteristics each student should strive to attain: being respectful, engaged, creative, honest, and having accountability.

Other projects included repair of musical instruments to allow more students to participate in the spring festival; replacement of mikes in an auditorium to improve the quality of all assemblies for students and the community; furnishing of a reading/tutor room for students and teachers, including organizational items for books.

Reading incentive programs included purchase of texts to encourage students to read nonfiction; a "reading counts" program to encourage students to select books they will enjoy reading; purchase of leveled readers for students; program to encourage students to write character development stories for younger students; expansion of the student library to give students more reading choices; purchase of graphic novels to encourage ESL and struggling readers; and helping struggling readers read about bullying and share with 3rd graders about bully prevention.

STEM Cub programs were designed to acquaint students with experts in these fields; a collaborative art/poetry project will explore the overlap of these subjects; math manipulatives will be purchased for preschool student awareness; interactive science exhibits will be designed and demonstrated. An ambitious project was a study of natural resources, particularly water, to create awareness of non-renewability by having all school 8th grade students read the book "Water Wars."

Sandra Robert
Grant Coordinator, Vocational Guidance Committeell

IMS Builders Club Yuletide Hunger Collection

01/08/2013 - Club: Independence - Submitted by: Edith Schilla



Independence Middle School Builder's Club working together with the Independence Kiwanis Club, Independence Fire and Police Departments, IMS students and staff, was able to provide 3,400 items to support the City of Independence's Yuletide Hunger Program. The students experience first hand what a team effort between the city and school can do. Working toward the same goal, they saw the difference they made for the needy. The students learned that their

"Can the Principal" effort is just a part of the over-all city campaign and that each person's contribution helped the entire city through helping individuals and families that need a hand.

The IMS students filled Mr. Hegedish's office floor entirely, officially canning him. In the "Can the Principal" incentive, when Mr. Hegedish was canned, the homeroom who brings in the most cans per student wins a cupcake party and an opportunity to decide where Mr. Hegedish has to work from for a day.

Independence Middle School Staff challenged the Police and Fire Departments to see who would bring in the most cans. Chief Pollak is yet to call to tell which department won. They definitely beat the IMS Staff bringing in a combined police and fire staff total of 900 cans. These departments demonstrated how they always come through when they are needed. We are always in their debt.

Miss Brittany Kornokovich, Mrs. Dana Wolf and Mrs. Beth Haas are the advisers of IMS Builder's Club under the guidance of Independence Kiwanis Club officer, Mrs. Edith Schilla. Together with all IMS Builder's Club members, they are overjoyed at the wonderful response to this program and hope that all parties are willing to make next year even better!!!

Website A Winner for Northwest Columbus

01/05/2013 - Club: Northwest Columbus - Submitted by: Jim Cowardin

This summary of how people are using our new website (www.northwestkiwanis.com) may be helpful to clubs considering whether or not to Invest in this technology. Our club started in 1928, and currently we have about 40 members. Our signature community service project is the sponsorship and operation of a soccer league for Kindergarten through fifth graders in the spring and fall that involves over 800 people. We also have operated a DMV License Agency for a number of years. Our service area includes the communities of Grandview Heights, Marble Cliff, and Upper Arlington, all suburbs of Columbus.

Our website was designed by the Publicity committee composed of three members guided by and advised by SiteInSight a local consulting firm operated by a Kiwanian,

Alice Hohl of the Downtown Club. We chose SiteInSight, because they could provide the very latest Internet technology, which makes the website very easy to maintain and provides many useful features. We also have their expertise close at hand when we have a question. As you can imagine, we had a lot of questions at first, but not so many, as time went on. Since pictures are worth a thousand words, we find the ease with which we can post photos on the site to be a great plus. We can create slide shows too, although that is a bit more involved. The software takes posts from the site and automatically composes and sends a monthly newsletter to our database of 1,542 email addresses. The large number of recipients results from the families involved in the soccer program as well as members and friends. All of whom have chosen to receive the newsletter. There is a lot more on the site. Check it out. A picture is worth a thousand words.

Each month, we receive a summary of activity on the site, which gives us a lot of interesting information. Last month, with no soccer and the holidays, the number of visitors to the site fell by 29%. We had a total of 235 visitors, not counting repeat visits, with 183 new to the site. A fourth of our visitors access us through mobile devices, iPhones and iPads, and half of the visitors found us through "organic searches", such as "Grandview Heights Builders Club", "DMV Hilliard", "Kiwanis Soccer Upper Arlington", and "Northwest Kiwanis." Since searches for the License Agency were most frequent, we can see that the website promotes activity at the license agency, and thereby helps support itself.

Besides telling us how many newsletters were emailed, the monthly report gives us more detail. A higher than industry average 9.4% of recipients open the report, while thirteen unsubscribed, and there were 20 bad email addresses. If someone wants to examine a newsletter item in more detail, they "click" on the link. There were 24 "clicks" on the last newsletter. The most popular was the "Third and Fourth Grade Cocoa" event and the "Grandview Heights Builders Club" page. We can infer that the clickers were interested parents or the participants themselves.

The club secretary, yours truly, finds that keeping the site up to date is a small additional chore. When members submit photos or summaries of activities and projects, it takes little time to post these to the site. There are pages on the site that need to be updated or need basic information added, which in aggregate is a large task. However, this chore will be divided among committee chairmen and as such will serve to involve members in an important activity.

So the website project is a great success. From parents checking practice and game schedules and team lists to car owners looking for hours of operation at the License Agency, the site serves important purposes. "Contact Us" on the site makes it easy for anyone to ask us questions, or let us know that they would like to speak at a meeting, or propose a community service for us to consider. The original club members in 1928 certainly would approve of employing today's technological capabilities and like our current members, they would be at least slightly amazed by them as well.