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Facebook 101
Club Branding

Pennsylvania Kiwanis
District Office
2793 Old Post Road, Suite 12
Harrisburg, PA 17110
Office: 717-540-9300
Fax: 717-540-1018
pakiwanis.org

Kiwanis International
Defining Statement
Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

The Keystone Kiwanian
Editor Linda L. Eberly
Norlanco-Rheems

DISCLAIMER: The Keystone Kiwanian is the official publication of the Pennsylvania District of Kiwanis International. This publication is supported by district dues.

All members are encouraged to submit articles and photos. They may be edited for length and clarity.

Please submit articles and photos or questions to District Editor Linda Eberly at keystonekiwanian@pakiwanis.org OR Eberlydesigns@comcast.net

Newsletter
DEADLINE DATES
May 21
August 20

#KidsNeedKiwanis
Welcome to this edition of the Keystone Kiwanian. It is hard to believe that by the time this is out and about, I will be into my sixth month serving as your District Governor. It has gone by quickly and has been mostly enjoyable.

Some things I want to remind you of are Growth, Club Strengthening and the Kiwanis experience.

Let’s talk about our clubs and the Kiwanis Experience:
• Is it the place you go to see your friends; or
• where you may talk about the “way things used to be” – you know, that walk down memory lane; or
• you talk about your club’s next community interaction; or
• where members may have impolite side-bar conversations while your president or even worse your speaker is presenting; or
• are you one that sits at the same table with the same group of people?

Do any of the above scenario’s look and sound like your Kiwanis club meeting? Did you ever think that this is awkward to your new members and your guests? Do you think that your new members and guests will feel uncomfortable because they may not understand the “inside joke?” As Kiwanians who are wanting to grow and enhance service to our communities, we need to take a long hard look in the mirror. If what you see in the reflection is how your club is acting and what your club is doing, is that the reality you want to portray? As your Governor and fellow Kiwanian, I would hope not.

Does your club have a “buddy system” where a positive, existing member is paired up with a new member to take them under their wing, so they feel comfortable and welcomed? Does your club have a “Kiwanis fact moment” where you can share with the group an historical fact about Kiwanis or your club and use it as a learning tool? Does your club conduct a new member orientation? And do you invite prospective members to attend, so they may have an opportunity to learn more and maybe make a better and informed decision about joining?

Our District must open eight (8) new clubs this Kiwanis year. We must add at least 634 additional members to our District rolls. That is why asking people to join is so important. What you do with the new members when they say yes is so vital to that overall member experience and our Kiwanis District. We have resources to help us all to achieve our goals, and if you don’t know where to find them contact a member of our District Growth Team, your club President, your Division Lt. Governor or your Trustee, they will be able to assist you.

There have been many clubs celebrating their 80th, 90th and even 100th Birthdays or Anniversaries of their chartering date. WOW! Congratulations to all. We can’t stop here. We must continue to grow and strengthen our clubs who in turn, will strengthen and enhance our communities. After all, “Kids need Kiwanis.”

Be proud to be a Kiwanian. Be prouder to be a Pennsylvania Kiwanian. I know I am.

Have you gotten your ONE yet? I’ve got mine – twice.

Judy
I don’t know if we live in the best of times or the worst of times. And perhaps it is both. On one hand we are blessed to have some wonderful technology available to us that even 10 years ago we might not have even comprehended but there seems to be a price to pay for much of that technology as a society. Medically no one would want to go back to the world of medicine as it existed 30 or 40 years ago as what can be done today is nothing short of miraculous. But at the same time the cost of medicine continues to get prohibitively expensive. Is there bright hope for the future or is hope increasingly lost?

Well sometimes it is easy to despair and focus on the negative. It comes at us in so many forms and directions. And after all, it is easy to be negative and being negative usually requires no action or effort. But I know there is hope; we, as Kiwanians, should know there is hope. It is everywhere but it requires we focus on it and we develop it and that we work with it and that we acknowledge it.

As I sit writing this in the Lincoln room of the Gettysburg Wyndham Hotel, hope is right down the hall from me in the Eisenhower room where our Circle K District Board and Kiwanis Committee are working to get ready for the kickoff of the annual Pennsylvania Circle K District convention. A group of college students and adults giving freely of their time and energy so that Circle K may grow stronger and do even more to improve their schools and communities. There will be no drinking, drugs or trouble and instead there will be education, motivation and recognition. But it would not be happening if not for the commitment of these dedicated college students and Kiwanis members.

So, you see, Kiwanis provides hope. What is happening here at the Wyndham is but one example of that. Many of us have seen examples we can all point to. Children who otherwise would not get a Christmas present if not for Kiwanis. Leadership development that is offered in the Service Leadership programs Kiwanis sponsors. Kiwanis helping by providing time and resources to help insure more at risk young children get a better start in life. Kiwanis selling blueberries so that donations and grants can be given, which benefit and help those in need. And there are many more.

But for that hope to happen, for that hope to continue, it requires every Kiwanian to step forward and be involved and perhaps give just a little bit more. Not just club presidents or Lt. governors or governors but everyone. It requires us to support the projects we do and support innovative new ideas. It requires us to honor the traditions of the past but not be bound by them as we build for the future. It requires us to reach out and invite others to join us in providing hope. It requires us to not only recite the Objects of Kiwanis but live them not only in Kiwanis but in our daily life.

So let’s all do our part, perhaps even a little more, to make sure that the hope Kiwanis provides shines bright into the future. For after all to paraphrase a movie line, hope is a good thing perhaps even the best of things.
Key Leader 2018

BY STEF STAMATOPOULOS

Key Leader is a weekend-long experiential leadership program for today’s young leaders. This life-changing event focuses on service leadership as the first, most meaningful leadership-development experience. A Key Leader will learn the most important lesson of leadership—it comes from helping others succeed.

The weekend’s activities include large and small group workshops, discussions and team-building activities facilitated by a leadership professional and students that have graduated from the Key Leader program. Students have opportunities to learn leadership skills that will help them to change their schools, communities, and world for the better. While exploring leadership in a whole new way, participants will make amazing new friends and have experiences they will never forget.

Here’s a few highlights of what past participant share they learned from participating in Key Leader:

- I learned that positivity and leadership really are necessities in life. It also made me realize that small things make big impacts on people. – Abby S.
- I learned the importance of teamwork. I feel that any club, group, or organization can function its best when the communication among members is at its climax. – Joey B.
- I learned very important leadership skill such as respect, courage, how to listen to other people’s opinions, and how to work with others who may have different ideas or ideals than you. – Cece S.

Kiwanis clubs are encouraged to share this opportunity with students that would benefit from a Key Leader experience. Some suggestions for identifying students include sending newly elected Key Club/Builders Club officers, sending individuals who were not elected as officers but show great leadership potential, or opening the invitation up to the entire Key Club/Builders Club or any students ages 14 to 18. We have found that the Key Leader experience is most valuable to an “emerging leader” but we’ve yet to have a participant not learn something new.

SEE PAGE 9 FOR REGISTRATION INFORMATION
The convention will feature several forums about the city as well as the informative sessions updating us about Kiwanis—providing us with ideas and motivation to go back to our clubs and make them the best they can be!

The **Friday Early Childhood Learning breakfast** will feature various speakers from the state level as well as local educators who will enlighten us about the importance of providing early learning opportunities for our youth and how we can all be a part of this task.

The **banquet on Saturday night** will be held at the Doubletree Hotel and will feature the installation of new governor and officers for the 2018-2019 Kiwanis year.

At the Saturday night banquet we will also be awarding our **two grand prizes in the magnet drawing**: 2 tickets to a Pittsburgh Steelers regular season game or 2 tickets to a Philadelphia Eagles regular season game (first winner gets to choose which tickets they prefer). So if you have not yet purchased a magnet from one of our committee members, there is still time to make a purchase and be eligible for the remaining monthly raffles and the set of football tickets. If you have already won a monthly prize then you may want to purchase another magnet to be eligible for the future drawings. That evening we will also be selecting the winner of the beautiful afghan made by Sandy Brackin. Magnets are $10 each and afghan tickets are $5 each or 3 for $10.
We are looking for both corporate and individual sponsors for the convention. The sponsorship form is available on-line by clicking here.

Other special notes for the weekend:

- Saturday morning, we will be featuring a blood drive. Our local blood bank will have a setup for donors. If you have never donated before, please consider this life-saving act of kindness. If you are a regular donor, we welcome you to make a stop on August 11.
- We will be collecting school supplies for the Boys and Girls Club in Carnegie which is located less than a mile from our hotel. This branch serves 125-150 youth each day, assisting them with homework assignments, school projects, teaching them sports strategies and helping them to cope with challenging home situations. They would love to have notebooks, pencils, pens, markers, crayons, folders, index cards post it notes, highlighters, construction paper or any kind of school supplies. So please consider bringing something to help with our collection for the kids.

For those of you who live in the Pittsburgh area, we are having a fundraiser to help with defraying the costs of the convention. We will be having a dinner dance on Friday, April 20 at 7pm at the Allegheny Lodge 339 of the Elks on the North Side of the city. The evening will feature the band The Mansfield 5—of which Region 2 Trustee John Mazurowski is a member. The band plays music from the 50s, 60s, 70s and 80s. Tickets are being sold in advance for $20 per person and $25 at the door. We will also have auction baskets and a 50/50. If you would like to purchase ticket please contact: Tracy Smith at 412-398-6405 or tracy_smith917@yahoo.com or Keith Smith at 412-298-8209 or keithsmithconsulting@yahoo.com. Checks can be made out to “Keith Smith.”

If you have never been to a convention and are new to Kiwanis, there is no better way to learn about our wonderful organization for which you are a part. If you are a regular at the conventions, it is a great way to meet up with your Kiwanis friends, make new friends and catch up on the latest Kiwanis opportunities and be reminded of why you became a Kiwanian.

Hope to see all “Yunz” in Pittsburgh

~ 2017 – 2018 PA District Convention Committee
Shortly after the Kiwanis Club of Conshohocken chartered in September 2016 they were approached by The Colonial School District about a problem that would surface for the 2017-18 school year. For many years the children within the school district were able to get lunch even if money was not on their lunch card. The kids would never have to be embarrassed or be faced with having a different lunch. But with a change in the budget, this year the children are given a different lunch the day that their card hits $20 or more not paid. The Colonial School District knows that some families do not qualify for free or reduced lunch, but seriously have a need. The Colonial School District knows that some families are too embarrassed to apply for free or reduced lunch, but seriously have a need. The school district asked how we could help and quickly plans were formed to create a Lunch Box Fund for the children who need the lunch most.

Our first mini-fundraiser was a give back night at the Conshohocken Brewery. A simple night for the community and Kiwanis club to come together over a few beers and good food. A night for fellowship, camaraderie and fun. A simple Monday night was a great success raising over $200. Meanwhile plans were under way for an inaugural event for the club: A Mardi Gras Party to be held on Fat Tuesday. As co-chairs we wrote two different letters: one for sponsorship of the event with fun coordinating titles and the second for other donations of items. The members gathered donations for baskets and silent auction items. We found a perfect venue with a private back room who wanted to make sure the event was successful for the kids. Their commitment to the children and the community made a huge impact on the funds we would raise. Ticket sales seemed really slow and at times made us rethink the decision to have a week night party. But when else do you host a Mardi Gras party, but on Fat Tuesday! By Saturday afternoon the baskets looked beautiful and we knew that we were ready for whomever might attend at the last minute.

We kicked off our inaugural event at 5 pm on February 13, with specialty Mardi Gras cocktails, happy hour drinks and plenty of party beads to go around! Music filled the air and the room quickly began to fill with ticketed and pay at the door guests. There were fun masks and photo props for all to enjoy. The food was replenished numerous times as our guests enjoyed mixing, mingling and bidding on various items. Friends and family members of current Kiwanis members now understood our dedication to the club, while community and school district members learned more about Kiwanis and our goals to expand. Mayor of Conshohocken, Yaniv Aronson was one of the unexpected guests. While he might be a Rotarian he talked about the need of both clubs in Conshohocken and the need for us to find ways to work together in future endeavors.

Our inaugural event raised over $3,000 for the Lunch Box fund. What will you be doing on March 5, 2019? Hopefully it is attending the 2nd Annual Kiwanis Club of Conshohocken Mardi Gras Party! Mark your calendar today!
**IN MEMORY**

KIWANIANS WHO HAVE PASSED

Lauren Simmons

**November 14, 1981-January 25, 2018**

Lauren Simmons was a dual member of the Kiwanis Club of Elizabethtown and the Kiwanis Club of Dillsburg. During her time as a Kiwanian she had held many positions including treasurer and secretary. She was always eager to help and she had a passion for service. Her work with the Relay for Life of Dillsburg and Camp Koala and countless other organizations has benefited so many.

We have lost a fine Kiwanian and an amazing friend. Lauren’s smile and contagious laughter will truly be missed. Her beautiful and giving spirit will live on in each Kiwanian.

Janet Cowan

1938-2017

2001-02 District Governor Janet Cowan passed away in December. Janet, 78, was a dedicated volunteer for local and national organizations and was a retired elementary school teacher. A memorial service was held on December 28, 2017 at St. Johns Lutheran Church in Kittanning, PA.

**KEY LEADER®**

April 20-22, 2018

Camp Conrad Weiser

201 Cuhion Peak Rd, Reinholds, PA 19565

Key Leader is designed to inspire young people to achieve their personal best through leadership. Key Leader Camp is a three-day event where students learn communication and leadership skills through a series of group events, small break out groups and a ropes challenge course. The program is centered around the five key principles: Personal Integrity, Personal Growth, Respect, Building Community and Pursuit of Excellence.

Who Any students ages 14 to 18

Cost $150 for the weekend

$225 less $75 PA Kiwanis Foundation Scholarship (automatically applied). This includes all materials, food and lodging upon arrival.

Register today at

www.pakiwanis.org/events/key-leader/

space is limited

Questions? Contact District Chair

Stef Stamatopoulos stef@stefstam.com

**NEWS AND NOTES**

RECOGNIZING OUTSTANDING ACHIEVEMENTS

Ben Osterhout, who is honored to work with the Elizabethtown College Circle K, was named the Glenn and Sally Stevens Outstanding Faculty Advisor. Pictured attending the Pennsylvania Circle K District Convention 2018 with Hannah Paymer, Sarah Pomerantz, Kayla Heisey, Gillian Engelbrecht, Judith Raub and Dylan Warner at Wyndham Gettysburg Hotel.

Division 1 LTG Kathleen Durner of the Bradford Kiwanis Club receiving her Hero in Service award from PA District Executive Director Kevin Thomas at the District Convention in Lancaster.

PA Circle K has built three new clubs this year and two recently had their charter ceremonies. If you would like to see photos, please visit the sponsoring Kiwanis clubs Facebook pages.

The clubs and sponsors are:

• Penn College of Technology Circle K and Williamsport Kiwanis Club

• Misericordia University with co-sponsors Wyoming Area and Dallas.
The Kiwanis Club of Lititz Area distributed proceeds (over $70K) from its 16th Annual Lititz Chocolate Walk (this past October) at the Lititz Public Library on January 23, 2018 to organizations that serve children in the area.

This Kiwanis event is made possible by the generosity of our local chefs, chocolatiers, sponsors, local retailers, and many volunteers.

The Kiwanis Club is a worldwide service organization whose primary mission is to help the children of the world, one child, one community at a time.

The following organizations received award checks from Kiwanis Club of Lititz Area president, Alan Stoeckle and Board of Director members, Ron Beck, Karen Davis, Louise Stickler, Charlie Stickler and Melissa Warner:

- ADVOZ
- AMBUCS for Harmony Playground
- CONTACT
- Gaudenzia Vantage House
- Lancaster Cleft Palate Clinic
- Lititz Public Library
- Linden Hall School for Girls Key Club
- Manheim Township Library
- Manheim Township High School Key Club
- Manheim Township High School Mini-Thon
- PowerPacks
- Pressley Ridge
- Schreiber Pediatric Rehab Center

**Tickets**

$5 for children 12 and younger

$10 for adults

and can be purchased in advance on-line at www.lititzpretzelfest.com or at Wilbur Chocolate, Aaron’s Books, McElroy Pharmacy, Shoppes at Zum Anker Alley and Lititz Public Library.

See our website www.lititzpretzelfest.com or Facebook for details or call 717-575-5967

(front row l/r) Emma Dieterlie, Shruti Nair, Lauren Kauffman (Manheim Township High School Key Club Officers), Alyson Long (CONTACT), Shirley Flickinger (AMBUCS), and Chloe Hain (Linden Hall for Girls Key Club)

(middle row l/r) Karen Plowman (Gaudenzia Vantage House), Craig Robinson (Schreiber Pediatric Rehab Center), Cindy Plunkert Pressley Ridge), Dr. Elizabeth Prada (Lancaster Cleft Palate Clinic), Carol Deem (Lititz Public Library), Christy Davis & Mike Waylett (Linden Hall School for Girls)

(back row l/r) Joyce Sands (Manheim Township Library), Ron Beck (Kiwanis), Chris Sneeringer & Dan Aiello (Manheim Township High School Key Club & Mini-Thon Advisors), Susan Tennant (Lititz Public Library), and Chris Fitz (ADVOZ)
The Kiwanis Club of Bradford recently concluded its 2018 Kiwanis Family Film Festival service project in cooperation with the Blaisdell Foundation and the Bradford Main Street Movie House. The Club conducted free Saturday morning animated film matinees for young children and their families over four Saturday mornings beginning January 20th and ending February 10th. More than 100 children and their parents attended each week. This was the fourth year the Club has conducted this successful service project.

Books for young children purchased through Kiwanis partner Scholastic were provided at several of the sessions and Lacey Love, Executive Director of the Bradford Public Library was on hand to offer library card applications and information on other children’s programs at the library.

Through the generosity of the Philo and Sarah Blaisdell Foundation, the Kiwanis Club was able to raffle off two Trek Bicycles purchased from Just Riding Along bicycle shop in Bradford, locally owned by Pete Dzirkalis. The drawing was held on Saturday, February 10 at the conclusion of Mr. Peabody and Sherman. The boy’s bicycle was awarded to 4-year-old Caleb Weart, while the girl’s bicycle was awarded to 8-year-old Cheyenne Bourque/Ives after the raffle drawings.

The Kiwanis Club would like to thank the Blaisdell Foundation as well as the Main Street Movie House for their cooperation, along with members of the Bradford Area High School Key Club and Fretz Middle School Kiwanis Builder’s Club for their assistance at the matinees.

You all have heard of Aktion Club, right? Of course you have! Aktion Club has just celebrated 30 years—it began in 1987 and was formally recognized as a Kiwanis Service Leadership Program in October 2000. Over the years, Aktion Club has grown exponentially to over 12,000 members in 16 countries! In PA, we have 303 members in 22 clubs (soon to be 23). Do you have an Aktion club in your Region/area, you ask? Well, the number of Aktion Clubs by Region are: Region 1 = 3; Region 2 = 1; Region 3 = 5; Region 4 = 3; Region 5 = 1; Region 6 = 4; Region 7 = 5 (soon to be 6).

Aktion Club is the ONLY service organization of its kind in the world. It gives adults with disabilities the opportunity to give back to their community, volunteer and learn and grow as leaders. The Motto is: “Where development has no disability”. Aktion Club members have a heart to serve and give of their time and energies lovingly and with enthusiasm.

We need to build more Aktion Clubs to provide a venue for these folks to give to their community. We owe it to them and the community. I work in the developmental disability field and there are significant cultural changes occurring in overall service provision in the industry to encourage and increase natural supports and community integration—Aktion Club is a natural conduit to make this happen. Aktion Club is on the forefront to support this. We have made some inroads in club building in the Pittsburgh Area and Greensburg Area. But we need to grow more...

Karen and I would love to talk with your club/Division/Region about Aktion club and help you target agencies/organizations in order to start an Aktion Club. There are also creative ways to partner with other Kiwanis clubs or even other SLP’s or community organizations to sponsor an Aktion Club if you choose. Karen and I work together, but we do have geographic focuses in the District (Barb = Regions 1-4; Karen = Regions 5-7). Please contact us if you are interested in starting an Aktion Club or if you would like more information on how to do so and what is involved. I promise you, once you reach out to work with Aktion Club...your heart will be touched and your life will never be the same.
Just a few weeks ago, Kiwanis International learned that two victims of the horrific shootings in Parkland, Florida were members of Key Club. This was not uniquely a Key Club or Kiwanis problem. But what if it had been limited to Kiwanis. What your/our organization does next in this situation can make it worse in a very short time.

This is why the Pennsylvania District of Kiwanis International Board approved at its January 28, 2017 Board Meeting a District Crisis Communication Plan. When something bad happens, it requires immediate and measured responses directed to the situation at hand, caring for those involved, their families, the organizations involved, and Kiwanis. Typically, organization operations manage to continue and we recover over time and resume some level of normalcy. However, with instant news coverage, a camera on every phone, and well-connected people, the story becomes widespread instantaneously. News media will quickly demand an official answer to what happened, why it happened, who was to blame, and on and on... How we as an organization respond will become the news of the day and unplanned responses by untrained or inexperienced individuals can threaten the integrity or reputation of Pennsylvania Kiwanis, our Service Leadership Programs, and Kiwanis International.

Should a crisis occur, probably other entities beyond Kiwanis would be involved. In all cases, careful coordination must occur so that Pennsylvania Kiwanis does not become the unintended event spokesperson. Our goal would be to be supportive to the agency having the appropriate primary role. So what are we to do In the rare occasion where something happens that could rise to the level of being a crisis to the Kiwanis brand?

The plan identifies steps to be taken upon the outset of the crisis situation and it requires immediate notification to the District leadership through the PR Coordinator, District Executive, District Governor, Governor Elect or other district leader. Prompt availability of a designated spokesperson is critical in containing the crisis, communicating essential information, sustaining organizational credibility and protecting the Kiwanis brand. Our plan sets forth the process to be employed upon notification of a crisis event. Whether it be a club event or activity or rising to a district event, immediate notification and following of the processes in the plan will help mitigate the effects of the event and protect our Kiwanis image.

There are many situations that have occurred where an established communication plan saved the day for the organization. In some cases, however, the reaction by self-appointed crisis communicators complicated the situation to the extent that may have resulted in litigation. Which side of this equation should we be on.

A District’s PR Coordinator should be the “go to” person when something bad happens. District PR Coordinators have been chosen based on their experience. They are typically best prepared to summon the resources to make quick and effective decisions about spokespersons, messaging, and strategy in response to bad things. They are typically those individuals who had training in media relations during stressful times. Please remember when something unforeseen happens, it could be bad. Please involve the district leadership immediately, to mount a sound response to those media queries that are bound to come. Remember, saying “no comment” is not an alternative. What can you say? What should you say? Let’s get the support of those who have been there and done that before to help Kiwanis weather any storm. Contact PA Kiwanis public relations at media@pakiwanis.org to get more information about this plan and how you might respond to something that goes bump in the night in your Kiwanis neighborhood.
Every year, the Kiwanis Club of Dillsburg and their 4 K-Kids clubs celebrate the season together with the Kiwanis Family Winter Celebration. In the fall, we have a family picnic in the park. In the winter and spring we host activity and game nights and in the summer, we plan to have a movie in the park.

This winter, we gathered together at Dillsburg Elementary School to celebrate the fun of the season. There were various activities including some of the following. Jingle Bell Toss: members tossed jingle bells into boxes to score points. Do You Want to Build a Snowman: Members wrapped each other in toilet paper and became a snowman. Decorations Relay Race: members ran from end to end decorating their friends as a Christmas tree. Creating a Snowman: members placed a paper plate on their head and had to draw a snowman.

These gatherings are a great way for the K-Kids to meet and spend time with their fellow K family members and interact with the Kiwanians they will someday become.

Students from the Donegal High School Key Club and Donegal Junior High School Builder’s Club help serve breakfast every year at the annual Green Eggs and Ham Breakfast. This yearly tradition is co-sponsored by the Kiwanis Club of Norlanco-Rheems and the Milanof-Schock Library in Mount Joy, where the event is held.

The breakfast celebrates the birthday of Dr. Seuss (who would have been 114 this year!) on March 2, which is also National Read Across America day. Guests of all ages try green eggs and ham combinations while listening to a reading of the book made famous by Dr. Seuss. This and other books are read by Kiwanis member Jan Betty, the youth service coordinator at the library. Other activities included a visit with the Cat in the Hat and a “Happy Birthday” sing-a-long.

This year, six members from the Kiwanis club worked along side library board members to prepare the breakfast for the sold-out crowd. Ten members from the Kiwanis-sponsored student service leadership clubs (right) served the meal to children and their parents.

Photos by Jamie Walmer, Key Club
The key to a successful Kiwanis chapter lies in the strong bond among its members. To grow better gardens and attend better meetings, Kiwanis Leaders should remember the wise advice of Dr. Seuss: “To the world you may be one person; but to one person you may be the world.”

**Rules for Kiwanis Leaders**

... to grow better gardens
... and better meetings

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**Plant three rows of lettuce:**
- Lettuce be faithful in attendance
- Lettuce be kind
to fellow members
- Lettuce really love everyone

**Plant four rows of squash:**
- Squash gossip about members
- Squash indifference
- Squash grumbling about club leadership
- Squash selfishness

**Be sure to include turnips:**
- Turnip for Kiwanis meetings
- Turnip for community service
- Turnip to district conferences

**To conclude our garden we must have thyme:**
- Thyme for prayer
- Thyme for pledging allegiance to our country
- Thyme for each other
- Thyme for the children in our community.

Submitted by Matthew Wise, David and Cathy Szymanski

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Shop at Amazon and donate to the Pennsylvania Kiwanis Foundation. Click Here first

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The Dec. 20th meeting was a special event honoring Easton’s Firefighter of the Year. President Bill called the meeting to order by asking Fire Chief Bast to ring the Kiwanis “Fire” bell. The fire department posted the colors, led us in the Pledge of Allegiance, and the chaplain of the department offered the prayer.

President Bill asked for a moment of silence to honor the passing of Kiwanis member Paula Roland. He then introduced PA Kiwanis Governor Judy Raub and her husband, Bob. The meeting was turned over to Walter Howell, chairman of the event. Walt gave a background of firefighting, stating that it takes a strong body, mind and spirit to do what these brave people do.

Chief Bast took the podium and thanked the Grand Eastonian for their cooperation with the department. He spoke about the 1759 emergency calls the department took this past year and the 288 medical emergencies they were called to; the majority of them involved some type of drug use such as the opioid crisis that Kiwanis and other organizations are working to help alleviate. He stated that is has been three years since there has been a fatality in the city due to fire and the average response time is 4 min. 23 sec. thanks to the placement of the three fire stations. He spoke of the many varied charities that the department supports.

Then he called Jim Corcoran, the recipient of this year’s Firefighter of the Year award, to the podium. The award was presented by the chief and Kiwanis Gov. Judy Raub. Mayor Sal Panto expressed his pride in the department and the work that Jim has done to provide over 600 of the city’s children with warm winter coats. Jim and others were at a firefighters meeting where this program was presented and he brought it back to Easton and has been a driving force for the project. He thanked his wife and son, and the various local businesses as well as the other firefighters, for their support in the department’s efforts for the many charities they support.

PA Kiwanis Gov. Judy Raub closed the ceremony with a quote from Dr. Seuss: “To the world you may be one person; but to one person you may be the world.” Firefighter of the year Jim then signed several books to be given by Kiwanis to children.
Members of the Kiwanis Club of Dillsburg—Chad & Emily Reed, Dave & Lisa Smith—traveled to Pasadena, California to be a part of the annual decorating of the floats for the Rose Parade. More than 6,500 Kiwanians and sponsored youth volunteers spent their week building the Kiwanis float along with twelve other parade entries.

The team from Dillsburg was assigned to the Trader Joe’s float. They worked on various tasks throughout their multiple eight hour shifts. They cut dried flowers from the greens and then shredded the flowers into fine pieces and separated buckets of mums from their stems. They stuck roses into the float, glued down mums, and attached seeds to make up jars and covered large areas with dried flowers to hide the float’s non-organic materials. Dried flowers and spices were applied to frames to create the fruits and vegetable covering the float. Mums and roses were applied to the large man pedaling the float.

It was quite an experience to be in a warehouse filled with beautiful floats and an array of fresh and dried flowers and seeds. But the truly awesome part of the trip was being there with hundreds of other Kiwanians from all over the country, all for one goal, service.

On the day of the parade, to see the floats traveling down the road during the parade was a delight for everyone, but for those four Kiwanians from Dillsburg, it was quite a thrill to realize that they were a part of such an extraordinary week.
Sustainable Club Growth

“Is there a secret sauce that will propel my Club to unprecedented growth?” Probably not! Sustainable growth is seldom that easy.

And, the ‘sustainable’ part is hardest. Put simply, if your club has an influx of new members, will they become integrated and stay? New members add vitality and energy. The way they are nurtured and helped to blend into the life of your club impacts its future. We all get this, we understand this and we TRULY believe we are nurturing our new members. However, we are still losing members even though many of our clubs continue to add new members every week. The number of members we are losing is more than that of those we are bringing in.

You might ask, “Why is that important?, why is everyone so worried about if we add members or not because we are doing what we love, we love our members and quite frankly we all get along so well, why would we want to change anything?” The other objection to growth we all too often hear is younger members are not interested in joining our club because they don’t like meetings.

Again, we don’t have the secret sauce but we do have some processes that have worked and, although not all of them may not work for you, it goes without saying you should try a couple of these ideas to see what might result in success.

Past Pennsylvania District Governor Susan Grab refers to these as “Low or no Cost Service Projects”, they should appeal to as many people as possible within your club. These are great to do at a regular meeting instead of a speaker, at a membership drive, or as a get-together to do something with the families in your club:

1. Dog Toys made from t-shirts
2. Fleece Blankets (there are always coupons for places like Hobby Lobby
3. Making cards for residents at Long Care Facility’s
4. Trauma Dolls
5. Canned Food Drive
6. Reading to Kids
7. Gift bags for teachers
8. Community Vegetable Garden
9. Essay contest
10. Collect socks for a homeless shelter.

The list is endless and another way to develop these types of projects is to find out what might be of need in your community. Ask your members what they feel would benefit organizations, children, and families in your community - the ideas your members come up with might surprise you too!

According to the book, “Bowling Alone: The Collapse and Revival of American Community,” by Robert Putnam he documented that attending meetings, such as Kiwanis groups has declined over the years. Specifically for Kiwanis, membership declined at an average rate of 10% in the period from 1975 to 2000 - even though this includes a steady increase in membership in North American clubs between 1975 and 1990, when North American Kiwanis membership peaked at 281,310 (because of this, global membership in Kiwanis peaked a year later during the 1991-92 year). Then, however, during the ten years between 1990 and 2000, North American membership fell to 234,976 - a decrease of 16%. Fast forward 17 years to the end of the 2017 administrative year, when North American membership has decreased 44% to only 131,514 members (3,495 of this accounts for Pennsylvania’s membership).
As we all know, this trend is still continuing, Putnam says if businesses are not keeping customers, the leaders generally make it top priority to find out why and correct the reasons. Common sense says the same principal should apply to Kiwanis as well. Are you doing an exit survey when a member leaves? Are you asking the hard questions so you get to the root of the issue? Perhaps sharing your exit surveys with your LTG or Trustee will allow you to find out what they can offer as support and suggestions. Maybe you as the club leader should not do the exit survey, but have someone from another club do it, this way the person may be more honest and not so concerned about hurting feelings.

As we all know, the speed of our lives is CRAZY BUSY. Ask anyone and they will tell you how busy they are. Time is a prized treasure. If we find we have free time we treasure it with the ones closest to us and don’t let it slide by. How do we get new members into our clubs who are so busy that they run from one event to the next to the next? We need to take an honest look at our clubs. We need to see if our format is outdated. It might be, or it might not be – but we will be more knowledgeable as a result.

As we know one of the most powerful forces in the world is the status quo. We need to get past this and have someone look at what we are doing in our club. Yes, many members really enjoy that weekly lunch get together. That is great and we are not suggesting to take that away. These members young and old enjoy the weekly speakers and enjoying a meal together. After all, fellowship is one of the many positives of being a Kiwanian – the people we meet, the friends we make, and the service we provide bonds us together. However; there are many, many people out there that want less formal meetings. They want to bring their family members to family friendly environments to perform service side by side. We are looking for volunteers to join our clubs who want to put more meaning in their lives.

It is important for us to strengthen our clubs the proper way and your club will generate a reputation of the club to belong to. There is no “cookie-cutter” Kiwanis Club. Our society is changing, so are our communities. Erie is different than Montoursville, which is different than Pittsburgh, which is different than Johnstown, which is different than Emmaus, and so on... There is, however, a common set of questions that we can ask ourselves and our clubs to determine what is right for our members, our communities, and those we serve:

- Is what you are doing in your community still relevant?
- Do you have Service Leadership Programs that you can work with the students and faculty on a grand service project to capture the community’s attention? Perhaps partner with a neighboring club and their Service Leadership Program.
- Are you surveying your membership by phone or in person to find out their opinions of what matters to them (and likewise what no longer holds their attention and interest)?
- Do you have a theme for the year for your club? This could be something that your service and membership team collaborate on throughout the year.
- Are there Signature events to invite visitors and community partners and stakeholders?
- Do you have a Facebook page, if not and nobody in your club can create one, contact someone from your local SLP Club or Elizabeth Smolinski csmol1994@gmail.com. You will need someone who can make sure the page is raising awareness in your community, promoting club events, connecting with future club members as well as connecting with other Kiwanians around the world.

Our challenge to you is Instead of thinking outside the box, let’s forget there ever was a box. Nothing should be off the table at first – you never know how the creativity and dedication of your members will shine throughout this process.

Member ENGAGEMENT in projects and activities helps members associate with causes that interest them. If you keep your projects relevant and fun as well as your meetings and your membership is proud to belong to Kiwanis, you can and will GROW your club. Yes it takes work, it takes quite a bit of work at first to get started, however; once you get started and you and your membership sees RESULTS you will be addicted to growth.

Are all of these ideas practical for most meetings? Probably not. However; they are simple elements to try and get you started. If you would like more ideas or advice, please contact Matt Wise (matthew.j.wise@outlook.com), or Cathy Szymanski (cathy@szy.com). We would love to talk to you more.

Most importantly, thank you for being a Kiwanian, and thank you for everything you do. You are appreciated.
How’s your club doing with its branding? Consider creating a Facebook page. Learn how at kiwanis.org/brand

FACEBOOK 101:
Does your Club need a Facebook Page, Group, or Profile? Here’s the answer:

FACEBOOK PAGE
This is ideal for communicating your work to the community and potential members! You can use it to advertise your upcoming pancake breakfast, post meeting reminders, and share photos from your latest service project. If an individual is interested in joining your Club - this will likely be the first thing they look at!

FACEBOOK GROUP
Groups are ideal for Club member communication. For instance - if you need more volunteers to sign up to walk in a parade, want to post meeting cancellations, or need to communicate other information that only your Club members should or would want to know - then you would use a closed (as opposed to open) group. If this is your Club’s only presence on Facebook, potential members may not find you!

FACEBOOK PROFILE
This is how you access Facebook! Profiles are reserved for individuals and shouldn’t be used by businesses or organizations.