



MiniBuilder

February 2012 — March 2012 Dave Maloney, Editor

Governor's Message by Governor Jeffrey Wolff

Jen and I are expecting our second child at the end of July 2012 and we are overjoyed about that news! I start my message this month with this information because as parents eagerly anticipating the birth of a child, the ELIMINATE Project strikes particularly close to home for us. As parents and grandparents could you imagine any more devastating news than to learn that your newborn was stricken with neo-natal tetanus. You can't hold, speak or comfort the child in any way, because stimuli of

any kind makes the baby even more uncomfortable as it endures painful convulsions that eventually lead to death. You are completely helpless to assist the child. But the real cruelty is that this never had to be. Unlike so many diseases we deal with, tetanus is perfectly preventable through a series of three vaccinations costing \$1.80 in total and providing the mother and baby with immunity from the disease for ten years.

Kiwanis International has partnered with UNICEF



again, as it did previously when we eradicated Iodine Deficiency Disorders (IDD), but this time to eliminate maternal and neo-natal tetanus (MNT)

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Regional Mid Winter Conference Schedule

- Heart of Virginia Midwinter, 01/28/2012 (completed)
- Potomac Midwinter, Leisure World, Sat 2/11/2012 Leisure World (completed)
- Hampton Roads Midwinter, Hunter B. Andrews Pre-K-8 School 3120 Victoria Boulevard Hampton, VA 23661 Sat 2/25/2012
- DelMarVa Midwinter, Asbury United Methodist Church 3380 Lawsonia Road Crisfield, Maryland Sat 3/3/2012
- Northern VA Midwinter, Location TBD , Sat 3/17/2012
- Mason Dixon Midwinter, Howard Community College Columbia, MD, Sat 3/24/2012
- Southwest VA Midwinter, Wytheville Community College Wytheville, VA, Sat 3/31/2012
- Presidential Midwinter, Eastern Mennonite University Harrisonburg, VA, Sat 4/14/2012

Governor's Message (cont'd from page 1)

in the 38 countries where this disease still kills 60,000 babies and a significant number of mothers every year. In the last 12 years, UNICEF and its partners have immunized nearly 100 million women in 50 countries with two or more doses of the vaccine and have eliminated the disease in 21 countries. So, we know it can be done and Kiwanis is going to be the organization to raise the needed \$110 million dollars by 2015 to fund the remaining push to worldwide elimination.

The heart of my message today is to urge you and your Kiwanis club to join in the fight. As it relates to fundraising for ELIMINATE, no one is asking your club to give up the projects and worthy charities in your community that you already support. It is our hope that each Kiwanis club will start at least one new fundraising initiative, solely for the ELIMINATE campaign. The Capital District was a global leader in the fight against IDD raising \$1.4 million dollars and surpassing our goal as a district. We need to step up and be leaders again and we will! To date, we have already raised \$208,000 for the campaign with 65 out of our 170 clubs participating in some way!

Individually, you can make a personal donation to the campaign such as the Walter Zeller Fellowship recognition of a \$1250.00 contribution to the Kiwanis International Foundation. This recognition was created solely for the ELIMINATE project and will no longer be available after 2015 when the project is completed. Most importantly a donation at

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Organized August 23, 1918**Governor**

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THE HEART OF MY
MESSAGE TODAY IS
TO URGE YOU AND
YOUR KIWANIS
CLUB TO JOIN IN
THE FIGHT.

Secretary's Message by Sec/Treas Tom Varner

At the Kiwanis International Council meeting in New Orleans earlier this month, Kiwanis International rolled out the new Kiwanis App. To download it to your data phone use "Kiwanis App." There are also apps available for CKI and Key Club. The apps will give you information about what is going on in the organization and also a super club locator. The latter will give you maps with pins for clubs. When you click on a pin it will give you the name of the club and an arrow will direct you to information about that club. "Try it, you will like it!"

We are in the process of changing the place our district directory is stored. There may be some glitches, but please bear with us. One of the critical items we are still having problems with is the accuracy of information at Ki-

wanis International. Members can enter their own account at KI using their emails and setting up a password. They can correct most information, but not their e-mail address. That can only be changed by the club secretary. If your e-mail address changes, check with your club secretary to make sure he/she enters the change at KI.

Regional midwinter conferences began in January. Some have already taken place. See the Capital District Events calendar for place and time (http://capital.kiwanisone.org/public_district/pub_Content.aspx?PageID=324). I would encourage everyone to attend and to take advantage of the excellent educational opportunities that will be presented. It is a great time to interact and to gather information from you peers in other clubs. The conferences are not



just for the club officers, but for every Kiwanian.

Our youth are setting up their District Conventions. CKI will kick it off at the third week end of February and Key Club the second week of March. Most Kiwanians are not aware that these groups finish up their respective years on March 30 and begin again on April 1. Key Club Divisional officers are being elected now and District officers are elected at the convention. CKI elects both LTGs and District officers at their convention.

The Kiwanis Lieutenant Governors will have their training conference shortly. One problem here is that we only have nine of 21 Lieutenant Governor Elects. These officers should have been elected last spring and the division

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REGIONAL
MIDWINTER
CONFERENCES HAVE
BEGUN!

In Memoriam

December 2011 - January 2012

Brian Wilson
Carl Ferreira
Merv Conn, Wheaton/Silver Spring
Frank Pendleton, Richmond

Governor's Message (cont'd from page 2)

the Zeller Fellowship level saves at least 694 lives. Much like the George F. Hixon Fellowship, additional contributions of \$1250.00 will be recognized with a Diamond level status as well. So far, we have 48 Zeller Fellowship members in our District and 8 Diamond Level Zellers, more than any other district in our region. A couple of our members have even pledged to be Major Donors to the campaign with an incredibly generous pledge of \$25,000 or more over five years saving almost 14,000 lives.

As a Kiwanis club, you can pledge to become a Model Club. A Model Club is a Kiwanis club that agrees to donate at least \$750.00 per member (as of your membership at the time you make the pledge) over the five years of the campaign. Just recently the Kiwanis Club of James River joined the Kiwanis Club of Rockville and the Kiwanis Club of Tysons Corner/McLean as our latest Model Club. Ideally, I'm hoping that at least one club in each of our 21 divisions agrees to

become a Model Club and support this initiative. For some of our larger clubs, you may want to consider leading the campaign as a 100K Club. These are clubs that pledge to give at least \$100,000.00 to the campaign and include many forms of recognition including a presentation on-stage at the next Kiwanis International Convention. A \$100,000 donation is actually less than the Model Club pledge of \$750 per member for clubs with 134 members or more.

Our District Coordinator for ELIMINATE is Past Governor John Tyner. He and his team of multi-divisional coordinators, division coordinators and club coordinators will be spreading the message this year throughout the district about ELIMINATE and how your clubs can get involved. Many resources are available to make sure that clubs are successful in their efforts.

In addition to fundraising efforts, service projects that your club can initiate for ELIMINATE also tie

into our Young Children: Priority One campaign. Your club can promote advocacy and information about tetanus in conjunction with a local hospital or sponsor a immunization day for children in the community. Our Service Leadership Programs clubs are also joining the fundraising campaign for ELIMINATE and have already raised over \$28,000 in 73 clubs, but its even better if you can involve them in your hands-on service initiatives.

In addition to serving a global need, the ELIMINATE Project is a way for Kiwanis to get better brand recognition. It is also a great way for your Kiwanis club to promote itself within your community. What caring citizen would not want to join an organization that is working to save the life of a baby? Our clubs needs to use this opportunity to not only collect funds but grow their ranks. Together we can accomplish so much more. Together we are Increasing our Hands for Service!

AS A KIWANIS CLUB, YOU CAN PLEDGE TO BECOME A MODEL CLUB. A MODEL CLUB IS A KIWANIS CLUB THAT AGREES TO DONATE AT LEAST \$750.00 PER MEMBER (AS OF YOUR MEMBERSHIP AT THE TIME YOU MAKE THE PLEDGE) OVER THE FIVE YEARS OF THE CAMPAIGN.

Secretary's Message (cont'd from page 3)

should be getting ready to elect designates (2012-2013) and new elects (2013-2014) in the next two months. You're your division have a LTG for 2012-2013? If not they need to be elected before their training conference.

Finally, two of the regions will be electing new Trustees for three-year terms beginning October 1, 2012 and ending on September 30, 2015. Nominations should already have been filed and each club in the region should know who their candidates are. The elections will be held at the midwinter conferences.

And, let's not forget it is time to register for the 2012 International Convention to be held in New Orleans, Louisiana June 28-July 1. I checked our hotel out two weeks ago and it is very nice. Only about five blocks from the convention center. We have a tentative reservation

for a district dinner on the night of the 28th at \$25.00 per person. Take advantage of low rates and register today. Go to the Kiwanis convention registration webpage (<http://sites.kiwanis.org/Kiwanis/en/NewOrleansConvention/Registration.aspx>) to get your forms. [Check the due dates for registration price increases.]

The best reasons to go to ICON are to meet and greet new friends, to take advantage of an excellent education program, here from you international officers, and the number one reason to go to New Orleans is to elect Capital District Past Governor Jerry Peuler to the office of Vice-President of Kiwanis International. If Jerry is successful, he will be our International President in 2014-2015. Everyone let's go to the fun capital of the world and catch us a President!

Foundation Gives Back

by
Scott Zimmerman

Congratulations! Once again to Capital District Kiwanis for meeting the Kiwanis International Foundation Benchmark Annual Gift goal of \$5.00 per member during the 2010/2011 year. Because of your enthusiastic philanthropy you have earned Capital District CKI and Capital District Key Club 5 matching \$500.00 scholarships. These scholarships are traditionally matched by the Capital District Kiwanis Foundation thereby providing ten \$1000.00 scholarship opportunities to SLP members' right here at home.

Please contact CKI Administrator Jennifer Wolff or Key Club Administrator Joe Stankus for questions about how your CKI and Key Club members have been instructed to apply for these scholarships. Remember that potential scholarship candidates must be members in good standing, dues paid and associated with an SLP in good standing in order to qualify. The district, regional and divisional SLP leaders have been provided information on how to let their members apply ... NOW, LET THE BEST K-FAMILY MEMBERS WIN!

CONGRATULATIONS!
ONCE AGAIN TO
CAPITAL DISTRICT
KIWANIS FOR
MEETING THE
KIWANIS
INTERNATIONAL
FOUNDATION
BENCHMARK
ANNUAL GIFT GOAL
OF \$5.00 PER
MEMBER DURING THE
2010/2011 YEAR.



DISTRICT CONVENTION AUG 24-26

Key Leader



Identify Students NOW for 2012 Key Leader

Key Leader is Kiwanis's values-centered, weekend leadership education program for high school students. In 2012, there will be THREE Key Leader weekends for 2012:

#1 ~ April 27-29, 2012
Arlington Echo Outdoor Educational Center, Millersville, MD

#2 ~ May 18-20, 2012
Jamestown 4-H Educational Center, Williamsburg, VA

#3 ~ November 9-11, 2012
Northern Virginia 4-H Educational Center, Front Royal, VA 22630

Key Leader events are open to any 9th-12th grade students (in or out of Key Club).

Kiwanis Clubs should begin identifying students NOW so that when registration opens in January, students can be registered as soon as possible. Because our past events were so successful, we look forward to repeated success in 2012, times three!

It is \$200/student (or \$175/student if the student is a member of Key Club or Builders Club).

For such a small amount of money, Kiwanis can truly make a difference in a young adult's life. Please plan to send at least one student to the event most geographically convenient to your club. Kiwanis Clubs are welcome to send students to more than one event if its possible financially and students have been identified - we would love that! For more about Key Leader or to register go to

http://www.key-leader.org.

As the Regional Midwinters get underway, it's not too soon to look ahead to the District Convention! The Kiwanis Clubs of Division 20 are excited to host the 94th annual Capital District Kiwanis Convention. The planning is well underway to make this one of the best conventions ever. From exciting speakers to educational workshops to a walk to raise money for ELIMINATE, this convention will have something to offer everyone!

Located in the bustling Reston Town Center in Northern Virginia, the Hyatt Regency Reston is a beautiful hotel facility that has the luxury of all of the meeting rooms being on the same floor for added convenience for all Kiwanians. This facility proved efficient and enjoyable for Kiwanians at the 2006

District Convention, and we look forward to returning to this hotel.

Early details about the convention are available on our website (www.passporttoservice.org). Also check us out on Facebook (Capital District Kiwanis District Convention 2012).

We invite each and every Kiwanis Family member to join us at the Hyatt Regency Reston from August 24th through 26th, 2012 for some service, education, inspiration and of course, fun!

Sincerely,

Kristina Dlugozima
2012 Capital District Convention Chair
Kiwanis Club of Tysons Corner/McLean, Virginia
info@passporttoservice.org

AS THE REGIONAL MIDWINTERS GET UNDERWAY, IT'S NOT TOO SOON TO LOOK AHEAD TO THE DISTRICT CONVENTION!

The Battlefield Kiwanis Club of Manassas sponsored a program of Wreaths Across America for the months of October and November. The Keys Clubs also helped to sponsor this program and together with the Battlefield Club went to Quantico National Cemetery on December 10, 2011 to assist in placing the Wreaths on the graves of our Veterans. This was a fund raiser as well as a community project in decorating the graves. The clubs sold close to 450 wreaths and intend to do it again next year. Good project and good times with the Key Clubbers. pictured: Lt Governor Harry H. Horning placing wreaths.



Take Home Value: TIPS FOR CLUB GROWTH

by John Button

Sadly the rosy predictions of positive growth in 2010-11 that we heard in Geneva were amiss. Last year, we lost almost 8,000 members - 6,000 in September alone as clubs cleaned up their books. Somehow this bleeding must stop. Every year we lose 15% of our membership through attrition. In exit interviews, most of the "lost" members state that we are boring. We are not offering them take-home value for their investment of time, talent and treasure. What are we to do?

I believe that there are three keys to membership retention, three keys to providing our members with take-home value: fun, fellowship and service.

Our meetings need to be fun. Members need to look

forward to being together because they know they will have fun. Experts tell us that the success or failure of a meeting is determined in the first 8 minutes. Did the meeting start on time? Was there some pomp? Were they reminded what holds us together - our Objects? Did they feel welcome? Was there some fun?

Our members need to feel that they matter. They need to feel cared for. They need to be recognized for what they do: at home, at work, at play, in the community and in Kiwanis. We need to look after each other. This is fellowship.

And finally, our service projects need to be relevant. Our members need the "high" of knowing that the service that they provide in the community is

making it better. We need to examine our service projects. Maybe some are no longer relevant and need to be "scraped off the plate".

When was the last time your club conducted a club analysis? Good clubs do on a regular basis. Great clubs do something about what they find out.

Good clubs continue their club's tradition of service. Great clubs recognize the changing needs of their community and respond.

I really believe that getting back to these basics: fun, fellowship and relevant service - will provide our members with take-home value. More than that, they will make us proud of our membership and anxious to share that pride and ultimately that membership.

I BELIEVE THAT THERE ARE THREE KEYS TO MEMBERSHIP RETENTION, THREE KEYS TO PROVIDING OUR MEMBERS WITH TAKE-HOME VALUE: FUN, FELLOWSHIP AND SERVICE.

**CLUB
GROWTH**





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We're on the Web!

Capital.Kiwanisone.org



On Saturday 14 Jan 2012 at the ribbon cutting for the New Kids Island in Poquoson VA, Jim Christol (right) presents a \$500 check to Poquoson mayor Gene Hunt. The donation is earmarked to help build a handicapped access way. Jim is the President of the Kiwanis Club of Poquoson. The money was raised last October during Mackenzies Run -- and Mackenzie and her father Steve Clarke (pictured behind check) were on hand to help make the presentation.



The word is getting out. K-Kids from Rehoboth and Lord Baltimore Elementary schools and the Rehoboth Boys and Girls Club were all there. Coastal DE Kiwanis Club sponsored another Pancake Breakfast at Applebee's with the K-Kids serving the meals. Some had to get up extra early for the ride from Bethany, Millville and Frankford to get to Rehoboth Beach in time. Thanks to their great parents, they made it. Parents and Kiwanians came to eat, and in one case, Sarah's mom, Denise Ruehl, helped in the kitchen and the Club is forever grateful to her. The Kids all heard about the Pancake Breakfast to benefit ELIMINATE for weeks in advance and they all came for a great time of serving and being with the other kids. Customers were very pleased with the great service and often left large tips. Pictured: Advisor Ms Hudson works with K-Kids serving pancakes.