

Empire State Kiwanian

New York



July 2014, Volume 2013-14, Issue 5

New York District Kiwanis Foundation

97th District Convention on Tap

International President will attend event Aug. 13-17 in Albany

The 97th annual New York District Kiwanis Convention will take place Aug. 14-17 at the Desmond Hotel and Conference Center in Albany.

The event will offer educational opportunities, fellowship, recognition, and the annual meetings for both the District Foundation and the District.

Among the celebrities attending will be Kiwanis International President Gunter Gasser, who will be making his official visit to the New York District and will serve as the district's counselor from the International Board for the coming year.

The District Foundation meeting will include reports on activities and elections. The District House of Delegates

will include votes on proposed bylaw changes as well as the election of a Governor-Elect and Governor for 2014-15.

Attendees are encouraged to bring items to be part of the First Lady's Project, "Boxes for the Troops". Donation of travel size personal hygiene items are being sought. Volunteers will sort and box the items beginning at 9 a.m. on Saturday.

Items also are being sought for the district's Disaster Relief Collection.

The Kiwanis Oscars Competition will take place during the Governor's Gala Dinner on Saturday evening. To enter, clubs need to submit their short promotional videos to District Public Relations

**More Convention
Information
on Pages 4, 5 and 6**

Committee Chair by July 30. Entries should be sent to him by e-mail to james.n.mancuso@gmail.com.

Awards will be given for best community service message, best membership growth message and best Kiwanis story.

Registration and other fees increase on July 29. Pre-registration will end Aug. 8; after that all registrations must be on site.



Show Draws 74 artists

An art show took place June 8 as part of District Gov. Joe Aiello's "Open Your Heart to Autism" Governor's Project. The show attracted 74 artists and more than 300 spectators at the Art League of Long Island in Dix Hills.

Spectators were asked to donate \$10, with the money going to Autism Awareness efforts.

Gov. Joe was on hand to present certificates to the artists; he's shown above with one of the artists.

The project was sponsored by the five Long Island divisions.

Many volunteers help set up, and the event drew news coverage on FIOS1. Refreshments, provided by the Art League, were served by the Bowling Green K Kids.



New York Makes Splash At Circle K Convention

Circle K District Gov. Kelly Chan was honored as distinguished and elected an International Trustee, Assistant District Administrator Alison Mandel received the Circle of Service Award and New York Gov.-Elect Eric G. Paul was honored as the Outstanding Circle K Alumni at the Circle K convention last month in Nashville, Tenn. Pictured above are Chan, District Administrator John Keegan, Mandel, Assistant Administrator Greg Faulkner and Paul; at left is Paul. See page 7 for more.

Membership

JP DiTroia



As of this writing we are at 756 members and we have only 244 more members to go to reach our 1,000 goal set by our governor.

Our district is without a doubt a leader in new membership growth. We are number one in the United States and number five in the world. I am very proud to be a New York Kiwanian. We

know how to do it. And we very close to our goal.

Can we reach our goal? Without a doubt. There are 260 clubs in this great New York District. If each club would bring in just one new member, that's right, just one, we would easily meet the goal.

Now that we are on our last leg of our drive, I am asking each lieutenant governor, each president, each secretary, and each member to double their efforts to encourage each club to bring in members.

To that end I have written a short poem to remind us we can do it

ADDING ONE, a singular number that brings us closer to our goal
ONE, each club should do

ONE, we all need to do it
ONE, is before two
TWO, can do more too

ONE, will let us grow
ONE, any combination we know
ONE, needs will come true
ONE, to bring happiness too

ONE, moments will share
ONE, let us show we care
ONE, you know we can
ONE, it's all up to you

ONE, the number has the means
ONE, that can multiply the deeds
ONE, So Let's Make a difference
A thousand K
WE CAN DO IT

Distinguished Kiwanian

Bob Keuber



One of our more important traditions in Kiwanis is the recognition of members and clubs as Distinguished Kiwanians.

This recognition is not for members who are Kiwanians in name only, but is earned by Kiwanians by their actions.

Each year, the District Governor presents a list of requirements that he or she feels must be achieved to be considered Distinguished.

First and foremost is the need for every member to actively recruit new members into our great organization. If you sponsor ONE new member, you are well on your way. Since we have added nearly 800 new members so far this administrative year, there are

many of us that satisfied that important step.

After that, all it takes is to be active in the things that make Kiwanis great. You can participate in a Service Leadership Program activity, or Interclub with the clubs in your Division, support Governor Joe's Project about Autism Awareness, or Help First Lady Cookie donate Treats For the Troops. Donate your time or funds to Kamp Kiwanis, or Support the Eliminate Project in its final push to completion. Join your fellow Kiwanians at the Mid-Year Conference or the District Convention. There are so many fun and important ways to live the Kiwanis life.

The requirements for a Distinguished Club are in line with the individual requirements. Recruit five new members

or corporate members, and be sure to have your president and secretary complete their Leadership Training. Then, support the Eliminate Project, Governor Joe's and First Lady Cookie's major emphasis, and be active in your division by finishing the Interclub Round Robin. Work closely with your Service Leadership Programs and host three membership recruiting events. These are easily reached goals, and will make your club stand out in your community and in Kiwanis.

If you have qualified as a Distinguished Kiwanian, fill out an application and give it to your club secretary and president for their signatures and send it to me as soon as you can, so you can be recognized as the best of the best, and receive your certificate and pin.

Club, Division, District Respond To Penn Yan Flooding

Between the evening of May 13 and the morning of May 14, heavy rains and thunderstorms hit the Finger Lakes area of New York State.

The small town of Penn Yan, which is in a valley, was overcome by flooding.

As the news traveled across the state the Kiwanis Club of Penn Yan reached out to our fellow Kiwanians throughout the District asking for donations of food, clothing, linens, toiletries and paper goods.

Many Kiwanis clubs and Divisions in New York responded to their cry for help.

Distinguished Past Lt. Gov Barbara Pringle received calls immediately from many clubs around the state. Within days of the floods the Capital Division in the Albany area of New York State showed up with a tractor trailer full of donations.

Finger Lakes Division Lt. Gov. David Jacobus reached out to New York District Gov. Joe Aiello who had an email sent out to every Kiwanian in the dis-

See pictures on the district web site, www.kiwanis-ny.org

trict looking for donations. We had a huge response from the entire district, and cannot express how much it is appreciated to see the district come together to help and all the donations we received.

On June 20 the Penn Yan Club along with members from the Penfield-Perinton Club, and the soon to be chartered Geneva Club joined together and opened the doors to the public to walk in, grab a box and thumb through all those donations that we had received. The people were so grateful to everyone who donated.

Some are still cleaning up and roads are still closed around town, but because of the Kiwanians through out New York District, these people will be able to sleep comfortably with their sheets, and walk around their town in some new clothes.

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Governor

Joseph Aiello



To all my fellow Kiwanians, I hope you are all continuing to have a terrific Kiwanis year. It is with mixed feelings that I address you in my final letter for this issue of the ESK.

Although we, as a formidable group, have succeeded in doing so much for our great New York District, I know in my heart that there is so much more I would have liked to have done, and so much more, I know, we can still do for those in need. And although this is my time to say goodbye to this Kiwanis year, I want to remind everyone that there are still many days left until the end of our term and there will never be the time for us to say we are finished while there are still those in need in this world.

But this letter does give me the opportunity to thank each and every one of you for making this Kiwanis year so terrific. First, I want to thank all those Kiwanians who helped me throughout the year. Without their guidance and advice it would have been tough going. There are so many times when "thank you" to our great leaders and sage advisors is just not enough. They do so much to keep our district in the wonderful position it is in, and I thank them all.

I would like to thank my lieutenant governors who worked so hard within their divisions. They did all that I asked of them, and then some. You should all be very proud of these hard working, dedicated Kiwanians. I enjoyed working with them all. I would also like to thank my entire board who helped me through this year. There are so many people who are not always seen, but do a great job behind the scenes with the various committees and programs which we set up in the beginning of the new term. I thank this year's board of Joe's Jaguars.

Most of all, I thank you, the members of Kiwanis, who made this year so successful. By the unselfish time and energy you gave to our fine Kiwanis organization, you made your communities and, yes, the world a better place. Your contributions, no matter how small, made a difference to our world. I thank you all for that, and I urge you to continue to participate in those worthwhile programs and projects which help our schools, communities, and those in need. Without your dedication and commitment, we would not be able to help as many people as we do who are truly in need.

You have often heard me mention Ki-

wanis as a family. I am totally excited by all of our family members and accomplishments. I want to thank our K-Kids, Builders Clubs, Key Clubs who, by the way, did an extraordinary job with their support of our Eliminate Project. I want to thank our Circle K Clubs, our Kiwanis Clubs, our Golden K Clubs, our Aktion Clubs, our Professional Clubs and all our Satellite Clubs. We are truly a hard working extended family. I thank you for all the wonderful things you do throughout the year, and I especially want to thank the officers and administrators of those clubs for the great jobs they do.

This year was very special for me because it afforded me the opportunity to meet so many fine Kiwanis Clubs, divisions and members as I traveled throughout the state. I cannot begin to tell you how wonderful all my visits were. It made me extremely proud to hear about all the worthwhile projects you do for the communities in which you live. I was touched by the hospitality that I experienced throughout the state. It was truly awesome. To be welcomed so warmly by so many of your divisions made me feel very special and I thank each and every club, member and division for those visits.

My wife would like to thank all of you who participated in the First Lady's Project, "Treats for Troops." So many of you did such a wonderful job letting those fine young men and women, those who have made so many sacrifices to defend our nation, know how much we appreciate them and the sacrifices they have made.

I would also like to thank all of you who participated in my Governor's Project dealing with Autism. I was delighted and extremely impressed with the number of divisions who had so many great ways to make their communities aware of this problem, and how many great ways you not only helped those afflicted with autism but also, through your support, helped those families who have to deal with the problem on a daily basis. I thank you for a job well done.

I had a goal to increase our membership this year by 1,000 members. I am proud to say, thank to your efforts, we have nearly accomplished that goal. By the time you read this we should have 800 new members. We can easily complete our goal of a thousand new members if you renew your determination to reach our goal by Sept. 30. I know we can do it. If you are proud of Kiwanis, and your role in all the wonderful things that it does, it is important that we reach out to others and allow them to help us in our undertakings so we can do even more for our schools, communities and the world.

There were so many fine programs and projects that you have done this year that it would be impossible for me

to name them all. In addition to the pancake breakfasts, spaghetti dinners, holiday parties, window paintings, clean-up projects, work for Kamp Kiwanis, food baskets for the needy, bazaars, carnivals, scholarships for deserving students, car washes, events for senior citizens, hospital visits, programs recognizing professionals and key people in our communities, all wonderful programs and projects helping our schools and communities. There were some this year that stood out which greatly impressed me and deeply affected me.

I would like to thank the KPTCs of Buffalo and Long Island, and I want to especially thank the Buffalo chapter for its extraordinary work. I would like to thank the Genesee Division for its Advocacy Program for Abused Children. It was very heartwarming to see all the Kiwanis volunteers for the Ronald McDonald House which helps those children who are ill.

I would like to point out the efforts of the Victory Challenge done by Nassau and the Special Olympics in Southampton. Special thanks to the Holland Tulip Festival. Kudos to the Niagara Frontier South Division for its work with the Springville Learning Center and its work with children with special needs and autism. I thank these clubs and all of you who have done so much for Kiwanis and those in need.

Once again I wish to thank each and every Kiwanian who has gone that extra mile, giving so unselfishly of his or her time and energy to help a fellow human being. I think you all for an amazing year and thank you for your incredible support and ask you to "Always keep Kiwanis in your heart and your hearts in Kiwanis."

Kingston Presents 20 Scholarships

The Kiwanis Club of Kingston hosted its annual Scholarship Luncheon at Frank Guido's Little Italy in Kingston on June 18.

Scholarship recipients, family, friends and Kiwanians celebrated this Kiwanian tradition. For more than 60 years the club has awarded over \$700,000 in scholarships to students graduating from the Kingston and Coleman high schools.

Dr. Jim Corsones and Howie Whitaker have been committee co-chairs for more than 25 years and coordinate the program from application, interview, and final selection. This year 20 scholarships were awarded.

The Kiwanis Club raises funds throughout the year to fulfill its mission.

Veterans

Al Federico



Veterans will be recognized at a breakfast at the District Convention in Albany, on Saturday Aug. 16, at 7:30 a.m.

Governor Joe wants to honor every veteran who attends the convention by presenting them with a special memento and thank you for your service to our country. The breakfast is open to all, but only veterans will receive the memento.

Please note you don't have to attend the breakfast to receive your gift, but we sure would love to have you there.

There are three things we request of you, to insure you receive a gift.

1. On the Registration Form in the "Ribbons" section, circle Veteran.

2. Also on the Registration Form in the "Function and Cost" section, check Veteran's Breakfast and write in \$22.

3. On a separate sheet of paper, print your full name, your Rank at time of discharge, the branch of service, your dates of service, the name of your Kiwanis Club and the Kiwanis Division you're in.

Distinguished Past Lt. Gov. Al Teetsel of the Hudson River Division and a former Air Force staff sergeant will be the speaker.

The invocation will given by a Gold Star Mother from the Albany Area.

We are pleased to have the Honor/Color Guard from the Captain William Dale O'Brien Detachment of the Marine Corp League lead us in the Pledge.

District Convention Schedule

Wednesday, Aug. 13, 2014

Early Check-In 4 p.m.

Thursday, Aug. 14, 2014

Registration and Credentials 10 a.m.-6 p.m.
2013-14 Board Meeting 1-4 p.m.
Welcoming Reception 6:30-7:15 p.m.
Past Governors Dinner 7:30 p.m.
2013-14 Board Dinner 7:30 p.m.

Friday, Aug. 15, 2014

Past Governors Breakfast and Council (\$22) 7-9 a.m.
Registration/Credentials 8 a.m.-5 p.m.
Exhibits and Baskets 8 a.m.-5 p.m.
Forums, TBA 9-11 a.m.
Recognition Luncheon (\$20) 11:30 a.m.-1:30 p.m.
District Foundation Annual Meeting and Elections 2-3:30 p.m.
Convention Honoree Reception and Wine Tasting 4-5 p.m.
Past Governor Reunion Dinners 5:30-7:30 p.m.
Opening Session 8-10 p.m.
Hospitality Rooms 10 p.m.

Saturday, Aug. 16, 2014

Veterans Breakfast (\$22) 7:30-8:30 a.m.
Registration/Credentials 8 a.m.-1 p.m.
Exhibits and Baskets 8 a.m.-5 p.m.
Forums 8:30-11:45 a.m.
First Lady's Project 9 a.m.-11:45 a.m.
Meet the Governor-Elect Candidate 11:30 a.m.-12:30 p.m.
Lunch on Your Own Noon
Caucuses Noon-2 p.m.
House of Delegates 2-4 p.m.
Past Lt. Governors Meeting 4-5 p.m.
Gala Governor's Reception (with Dinner Ticket) 6-7 p.m.
Governor's Toast (by invitation) 6:45 p.m.
Governor's Celebration Dinner (\$55) 7 p.m.
Hospitality Rooms 10 p.m.

Sunday, Aug. 17, 2014

Memorial Breakfast (\$22) 8-9:30 a.m.
Installation of Officers 10-11:30 a.m.
2014-15 Board Luncheon (by invitation) Noon-2 p.m.

See the District Web Site, www.kiwanis-ny.org, for the latest schedule updates and for details on the forums which will be presented.

Youth Protection

Jim Mancuso



I am pleased to report that across the New York District both clubs and divisions are spreading the word and embracing the Kiwanis youth protection initiative.

Clubs and divisions have sponsored trainings with many members have taken the Kiwanis International on-line

training. In addition, background checks are taking place, which is among our best protection to ensure the safety of the children under our care.

One way we can focus our youth protection efforts even more, is to plan for and participate in Youth Protection Week, Sept. 7-13.

Kiwanis International urges you to target that week to train members who have not been trained and to also conduct background checks making sure Kiwanis-club advisors for Service Leadership programs have had them performed. It is also a great time to make sure you revisit Kiwanis Youth Protection Guidelines with your club.

Lastly, take a look at this website, www.childwelfare.gov, making sure to download the fact sheet on Mandatory Reporters of Child Abuse and Neglect.

The fact sheet discusses laws that designate the groups of professionals who are required to report suspected child abuse and neglect. From the website it is described as: "Reporting by other persons, the responsibilities of institutions in making reports, standards for making a report, and confidentiality of reports also are discussed. Summaries of laws for all States and U.S. territories are included." The website is loaded with all sorts of additional information on child abuse and is a great reference tool as you implement youth protection policies.

Again, thank you for all you are doing to protect our youth. Your efforts do make a difference and the New York District is a safer place, for our children, as we now are focused on both serving and protecting them like never before.

International President Will Attend Convention

Gunter Gasser of Spittal an der Drau, Austria, was elected president of Kiwanis International in June 2013 at the 98th Annual Kiwanis International Convention in Vancouver, British Columbia.

Gunter has been a Kiwanian since 1987, when he joined as a charter member of the Kiwanis Club of Spittal an der Drau, serving as president in 1991-92. He also is a founding member of the Tombstone, Montana, Kiwanis Club and an honorary member of Austria's Wien-Europe 1 club.

Distinguished governor of the Austria District in 1999-2000, Gunter served as chairman of the district's new club building, marketing and past governors committees; was chairman of the Kiwanis International-European Federation's (KIEF) youth service and

marketing the foundation committees; and was a KIEF representative to the 2001-02 Council of Europe in Strasbourg, France.

Elected to a three-year term as international trustee in 2003, Gunter has served on the board's communications and conventions, partnership, community and corporate alliances, operations, finance, international relations and executive committees.

He has served as board counselor to



several districts and was a member of the Kiwanis committees on bylaws and resolutions, as well as the new district and new worldwide service project task forces.

A life member, Gunter is a Tablet of Honor recipient, George F. Hixson Fellow and a member of Kiwanis International Foundation's Heritage Society. He also is a member of the foundation's President's Advisory Council and a charter Walter Zeller Fellow.

Outside of Kiwanis, Gunter is a member of the Economic-Mechanical Engineering Association; former member of the Economic Forum for Top Managers, Austria; a manager of sports clubs; and a member of the City Development Group.

Gunter and his wife, Christiana, have one son and one daughter.

Candidate for Governor-Elect: Forbes Irvine

Forbes Irvine, immediate past lieutenant governor of the Metropolitan Division, is the only candidate seeking the post of Governor-Elect for 2014-15.

Previously Wayne Scheriff of the Howard Beach club had declared his candidacy, but has since withdrawn because of health issues in his family.

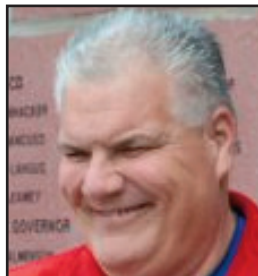
Irvine, charter president of the North Central, Staten Island, club was lieutenant governor of the Metropolitan Division when Super Storm Sandy struck. During that year he was involved in the relief efforts in his division.

He was named a Super Distinguished Lieutenant Governor for his

efforts during the year.

In a mailing earlier this year announcing his candidacy, Irvine noted he has been a member of Kiwanis for 20 years, and has served his club as secretary and as president several times. He has chaired projects at his club and division level for many years.

He was appointed to the New York District Foundation Board of Directors this year.



During his time in Kiwanis he's been involved in Key Clubs that his home club sponsors and is in the process of building an Aktion Club.

He and his wife, Helene, have three children and a grandson. A graduate of St. John's University and the Brooklyn Law School, he has worked in the New York State Unified Court System for 31 years.

He is a member of the St. Vincent de Paul Society, which serves the poor and disadvantaged; is a board member of Camelot, a drug rehabilitation center founded by Kiwanis in 1973; and a board member with the GRACE Foundation, which serves children with autism.

Candidate for Governor: Eric G. Paul

Eric G. Paul joined the Kiwanis Club of West Seneca in October of 1983. He immediately became active in club and district affairs, soon being named First Assistant Administrator of Circle K. In his club he served as a director, treasurer, vice president, president-elect and then as distinguished president in 1995-96.

Last month Paul at the Circle K International Convention Paul was honored as an Outstanding Circle K Alumni.

He served as distinguished lieutenant governor for Niagara Frontier West in 1999-2000, and was president of the board of lieutenant governors. He served as lieutenant governor of the Niagara Frontier South Division in 2012-13.

On the District level, he served as HOBY District Chairman in 1994-95 and for 12 years on the Key Club Dis-

trict Committee. For three years he was the K-Kids district administrator, served two years as the NY District Foundation scholarship chair, and two years as the Sponsored Youth Alumni district chair. He was the Kiwanis chair for the Circle K International Convention in 2001.

His K-Family career began in 1973 when he joined the Orchard Park High School Key Club. He was a club officer and a lieutenant governor in 1975-76. He later was a co-founder of the Circle K Club at the State University at Albany, serving as charter secretary. As a



Circle K member, he served as New York District Secretary, New York District Governor and as Circle K International Vice President.

Outside of Kiwanis, he has been an active volunteer fire fighter for more than 33 years. Professionally, after working for many years with the New York State Legislature, including assisting with legislation such as the first seat belt law in the nation, he became the director of the Peter Young/Altamont Buffalo Veterans Facility. The facility provides a clean safe place to live, offers education and employment placement, and helps formerly homeless United States veterans reconnect with family and reintegrate into society.

Dues, District Bulletin Issues to be Voted Upon

Four proposed bylaws will be on the agenda for the House of Delegates at the District Convention.

The first three proposals will be proposed in order. Once one of them passes, any remaining from among the three will be withdrawn by the proposers.

Following is a description of the proposals. The exact wording can be viewed on the district web site, www.kiwanis-ny.org, and will be presented to delegates at the convention.

All four proposals were submitted by the Kiwanis Club of West Seneca and co-sponsored by the Kiwanis Club of Henrietta, the Kiwanis Club of All Island, the Kiwanis Club of Rochester and the Kiwanis Club of West Ripley. They all also have the unanimous support of the 2014-15 District Board of Directors.

Proposal 1:

If approved, this bylaw would change the per-member payments made by clubs. Currently \$19.50 per member dues is paid to the district and \$4.50 per member is paid to the district Foundation to support the district bulletin, the Empire State Kiwanian.

If adopted, the proposal would require a \$24 per member payment to the district, with no additional payment to the Foundation.

The proposal also would give the district Board of Directors authority to set a dues payment for new members, and make changes to conform to the billing schedule established by Kiwanis International.

Proposal 2:

Would increase the \$19.50 per member annual district dues to \$24 without altering the \$4.50 payment to the district Foundation for the Empire State Kiwanian, for a total of \$28.50.

The proposal also would give the district Board of Directors authority to set a dues payment for new members, and make changes to conform to the billing schedule established by Kiwanis International.

Proposal 3:

Would give the district Board of Directors authority to set a dues payment for new members, and make changes to conform to the billing schedule as established by Kiwanis International. No increase or change in current payment amounts would occur.

Proposal 4:

Current bylaws state that the district bulletin is to be published by the District Foundation. The proposal would transfer that responsibility to the District Board, and give the District Board the authority to determine the method of publication and the amount to be allocated to any related expenses.

Convention Honorees Named

The Honorees for the convention includes a list of district chairs and leaders who will be honored for their work on the district's behalf.

The Honorees are:

- District Secretary Ann M. Sewert
- KPTC Northshore, Joseph Corace and Nydia Corace
- KPTC Buffalo, Stanley Thompson
- Pediatric Lyme Disease, John Gridley and Rosemarie Gridley
- Circle K Administrator John Keegan
- Key Leader Chair Kim Scharoff
- Key Club Administrator John Goldstein and Hazel Goldstein
- Builders Club Administrator Joanne Underwood and Justin Underwood
- Kamp Kiwanis, Sal Anelli and Carole Anelli
- Aktion Club Administrator Debra Rothman and David Rothman
- K-Kids Administrator Mickie Leamey

Basket Raffle To Benefit Autism Awareness

There will be a basket raffle at the District Convention.

Proceeds have been designated for the Governor's Project, Autism Awareness.

Clubs and Divisions are encouraged to bring a basket of items representative of your area.

Each year there have been baskets of food, chocolates, wine, liquor, toys, and other items. Be creative. There will be a prize for the Best Themed Basket.

Please inform Basket Chair Rebecca Ovadia or Co-Chair Herman Ovadia if you are bringing a basket at woodsidekiwanis@yahoo.com or at 516-432-5690.

New Club Building

DPG Joseph Eppolito



Kiwanis International has embarked on a Campaign for Growth that all Districts will be involved in an intense manner for the next five administrative years (including the balance of this year). Training has been completed and we are READY, WILLING and ABLE to

build NEW clubs and help revitalize existing clubs.

Gov. Joe Aiello and Gov.-Elect Eric G. Paul are both committed to growth, especially in the area of New Club Building. Having been involved in Membership and New Club Building for more than 25 years, I am the NYDK Chair for CFG. We have chosen 27 NCB Chairs (one per division) and 54 NCB Club Counselors (two per division) to attend the training along with the 2014-15 lieutenant governors.

We must break the chain of downward membership, once and for all.

Twenty-five years ago we had 14,000 members in the NY District and now we are at about 7,500. New Club Building can be the catalyst for growth in all of our divisions. We have had positive

growth in only four years since 1989. Revitalization of other clubs in divisions can also occur as well with our Club Counselors.

Together as Kiwanians, we must all work together to help REBUILD NEW YORK! Membership IS on the rise this year. Let's keep it going! Through June of 2014, we are at + 395 members ... we can do even better!

We will publish our Campaign for Growth Team by Division on the NY District Kiwanis web site this month. Contact team members if you have a new site or your club wants some help and advice to GROW!

More members = more service to the children and communities that we all serve!

LOVE IT - SHARE IT - LIVE IT!

Circle K

John Keegan



We have just returned from Nashville, Tennessee where we attended the International Convention.

More than 350 members from around the world went into the Nashville community and did more than 4,000 hours of service.

The New York Circle K members just completed a very successful year under

the leadership of Governor Kelly Chan. She along with the District Board set goals at the beginning of their term. They were very successful meeting them. Service hours: 25,000, fundraising: \$49,000, membership: 1,100, All 33 active clubs paid dues.

During the convention, Kelly was elected to the International Board of Circle K, with responsibility for New York, New Jersey, Capital and New England districts.

The following awards were won:

- Distinguished District, Distinguished Governor Kelly Chan of Queens College and St. John's University.

- Distinguished Chairperson Richard Kim, of New Paltz University.

- Distinguished Secretary Sharmila Samwaru, Adelphi University

- Distinguished Lt. Gov. Kristal Gonzalez, Fordham University.

- First place for the Eliminate Project most funds raised overall by a District.

- Adelphi University first place for Eliminate Project fundraising average per member.

We were also very proud that Governor-Elect Eric G. Paul received the Outstanding Alumni Award.

The Circle of Service, the highest award that can be received by an individual, was received by our very own Assistant Administrator Alison Mandel.

Congratulations to all. A special thanks to all the sponsoring Kiwanis clubs and advisors.

Governor Elect

Eric G. Paul



As it is now July and we change to our summer gear and summer projects, I am looking back upon a half year of activity and looking forward to another half year of excitement and growth!

Following our Mid Winter Conference, I was fortunate to attend both our Circle K and Key Club District Conventions in Albany. As always, the excitement and dedication to community service at these events is contagious.

Congratulations to Circle K Gov. Kelly Chan and her board for a great

service year, which was honored in Albany and again in Nashville in June with awards and recognition including Distinguished District, Distinguished Governor, Secretary, Lt. Governor and Committee Chair!

New York was also honored as the District raising the most funds for the Eliminate Project. Kelly Chan was elected as an International Trustee. Our own Past Lt. Gov. Alison Mandel from the Elmira Kiwanis Club was awarded the "Circle of Service" Award for her unending dedication to the organization. And, I was honored to receive the "Outstanding Alumni Award" from Circle K International.

Our 2014-15 Board had a great Training Weekend in May, with Rich Hall, Alison Mandel and Kiwanis International's Lanton Lee doing a fantastic job in helping our board define goals, strengths, responsibilities and

what we will be all about as "Team Eric" heads toward our October 1 start.

It was a great convention week in Nashville where Circle K'ers performed 4,000 service hours in and around the city before the start of the official Convention. WOW.

As this goes to press our Key Club delegation is leaving for the Anaheim, California Key Club International Convention. All the very best to Administrator John Goldstein, Governor Jacob Spencer and their group on the way to California!

I look forward to seeing everyone in Albany at the Desmond in August, where we will have more educational forums than ever before, celebrate a great record breaking year with Governor Joe and First Lady Cookie, welcome International President Gunter and prepare for yet another great year. See you there!

Pediatric Lyme Disease

DPG John Gridley



As the summer approaches its high the number of Lyme disease cases rises throughout New York State, health officials urge outdoors enthusiasts to sharpen awareness.

Also, Lyme disease has quietly gained a strong foothold in the Rochester area, and health officials are now saying for the first time there have been numerous locally acquired cases of the tick-borne bacterial infection reported. No longer is Lyme disease something that Rochesterians catch somewhere else.

Today, a not-insignificant number of local deer ticks carry Lyme, creating the chance of exposure to the potentially se-

rious infection in local parks, fields, forests and even your own backyards. Several cases have come to light in the last few weeks. That gives us pause that there might be more on the way, and we might be getting into a higher level of risk than we previously had in the Rochester area.

Lyme disease is transmitted by tiny deer ticks that attach themselves to a person's skin. Symptoms can range from a mild fever to serious, long lasting neurological, cardiac or arthritic problems. Such is the case of a young girl in the Buffalo area by the name of Stephanie who we are at present helping financially.

People can prevent infection by avoiding tick prone areas (which is easier said than done) or by removing the ticks from their skin with Tick Kits provided by our foundation before the bacteria can take hold. Those common-sense tactics only work if people think to employ them, however, and there has been almost no local publicity about prevention

of Lyme disease, which most people don't realize is a local problem.

On July 25, 2014 the Pediatric Lyme Disease Foundation is having its first major fund raiser to help us continue to help young children with this dreaded infection. It is a night at the theatre, tickets are \$25 per person. Please contact the chairperson of the event, Jeanne Egan at post2004@att.net for tickets. If you cannot make the fund raiser please consider making a donation so we may continue to do what we do, and that is helping children with Lyme Disease.

As always if you know of anyone in need of financial assistance to help pay for treatment and/or medication contact me or any member of the foundation board.

Remember, the main thing is to keep the main thing the main thing, and in this case it's helping children.

Eliminate Project

Sister Anne-Marie Kirmse



Remember the song, "June Is Bustin' Out All Over" from the musical Carousel? That would be a good way to describe what has been happening in the EliMiNaTe Campaign in the New York District. We have some marvelous news to report.

First of all, the Mother's Day Matching Gift Zeller Program was a huge success! All 50 Zellers that were offered in this way were obtained by our members. Thus the original bequest of \$50,000 from the Vincent Stanley Trust brought in another \$31,250. The goodness of Mr. Stanley lives on in the 45,139 mothers and their future babies who will be protected from MNT.

The East Meadow Club, one of our largest clubs, voted to become a Bronze Level Club, pledging to raise \$350 per member. That decision brought our district giving total to approximately \$955,000, which means that we made our benchmark of

\$950,000 by June 30. Then the Hartsdale Club voted to become a Model Club. They are a small club, but their generous commitment to raise \$750 per member brought us over \$970,000.

Just when I thought that the good could not get any better, our Service Leadership Programs distinguished themselves again. The Bowling Green K-Kids raised \$3,900 at their talent show to complete their Bronze club pledge. And they are only 8 through 10 years old! Then our District Circle K was honored for leading the Circle K world with the most money raised for EliMiNaTe -- \$9,503. Congratulations, Gov. Kelly Chan and all CKI members!

And last, but by no means least, several clubs made their very first donation to EliMiNaTe. We are now over 75 percent club participation, and are eagerly awaiting word from the remaining 25 percent.

We are now so close to my goal of \$1 million by the International Convention in Tokyo. By the time this column is printed, the convention will have taken place. I hope that those of you who were able to attend that convention will have heard the good news that we accomplished this and cheered so loudly that we heard you back home

ELIMINATE

maternal/neonatal tetanus



in the Empire State.

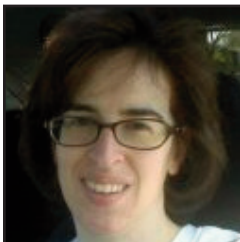
Also, I hope that many of you were able to take part in the Global Walk on July 17 organized by Distinguished Past Lt. Gov. Sean O'Sullivan. My thanks to Sean for coming up with such a creative idea! Those who took part demonstrated that we are an international organization. How nice for Past International President Tom DeJulio and Past first Lady Rosemary to lead the walk in Tokyo knowing that we were walking with them throughout New York.

The Craft Fair in Inlet on July 19 was another sign of our solidarity as a District. Many beautiful items were made and donated to our table there.

I won't have the final results of the Global Walk and Careful Crafts projects, but hopefully we will have raised much needed funds and came closer together as New York Kiwanians. I'll have those totals for the next column, so stay tuned!

Key Leader

Kim Scharoff



I became District Chairperson for the Key Leader program once again after the untimely passing of Mary Jean Sprague. I was fortunate to be able to work with MJ when she became chairperson after me and her amazing team of site coordinators.

Key Leader is a weekend 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.

Participants begin by attending a Key Leader conference, which is a weekend retreat. Large and small group workshops, discussions and team-building activities take place over the course of the weekend. 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. Positive, ongoing interaction with other Key Leader graduates offers continuing reinforcement, encouragement and growth of leadership skills.

This spring the New York District held 2 Key Leader events back to back! The first was at the Greenkill Conference Center and coordinated by Distinguished Past Lt. Gov. David Morse. The following weekend, the program was conducted at Camp Stella Maris, coordinated by Distinguished Past Lt. Gov. Ann Holevinski and Lewiston club President Dean Beltrano. All three of the site coordinators went above and beyond expectations to make the events a success for the nearly 70 participants. Thank you to these three individuals for their dedication and commitment to this program.

In addition, financial donations were received from numerous Kiwanis Clubs from throughout the District to help support the program through student sponsorships and additional monetary support to ensure that all necessary supplies were purchased and available for use during the weekend. Thank you to those clubs that sponsored students or made additional donations to support

the program.

The Key Leaders that participated in these weekends learned the tenants of service leadership through lecture, group activities, self-reflection and participation in a low "challenge" ropes course. The individuals gained valuable insight into who they are and how they can make a difference in the world. We know that the participants learned valuable information that they will be able to share and implement.

We are hoping to be able to host another event at Camp Stella Maris in the spring of 2015. Please keep your eyes open for further information.

Monticello Gives Books To Second Graders

The Monticello Kiwanis Club recently visited the Second Grade classes at the Monticello Rutherford Elementary School. During the school year, the students were introduced to reading books with chapters so they were very excited when they were advised that the Kiwanis Club was presenting each one of them with a "chapter" book for their summer reading pleasure.

The students were encouraged to read out loud to their friends and family members as well as for the enjoyment of their pets. Doris Motl, retired Rutherford Elementary School teacher and Kiwanis member, organized this event.

Key Club

**John
Goldstein**



I am sitting on a train with four Key Club district board members on our way to Buffalo where we will leave tomorrow for the Key Club International Convention (ICON) in Anaheim, CA.

The district tour includes touring the sites in San Francisco and Yosemite National Park and then on to the convention on Wednesday for 4

days and then home again on Sunday. We have three past district board members running for International Office. Immediate Past Governor Paul DeSantis is running for International President and Past Lt. Govs. Laken Kelly and Lillian Xie are running for International Trustees.

We have a total of 40 students and 8 adults attending this wonderful leadership development experience. Whether the candidates win or lose it will be a priceless experience for them.

The students who are attending and not running for office will receive valuable training in workshops designed to strengthen their leadership skills.

I want to say thank you to the many, many Kiwanis clubs who financially

supported these students so they could attend this great educational experience. I also want to thank those divisions who also sent money. We received money from clubs that do not have a lieutenant governor in their division. I will attempt to compile a list of all the clubs and divisions that donated to the students going to ICON.

I also want to thank you for your financial support of your Key Clubs that attended the District Leadership Conference this past March. We had over 650 Key Clubbers that benefited from your generous support of that educational event.

I am proud to be a Kiwanian, I am extremely proud to be a New York Kiwanian and I am honored to serve as your District Key Club Administrator.

Aktion Club

**Debra
Rothman**



Congratulations to Aktion Clubs, Kiwanis International announced in June, that they reached a membership milestone with 12,050 members.

Our New York District Aktion Clubs have been extremely busy this year. Many of their activities have been showcased on our Facebook page: <http://www.facebook.com/home.php#!/pages/NY-District-Aktion-Clubs/230243933653497>.

The Holland Aktion Club participated in both the Governor's Project for Autism and in the First Lady's Project to support our troops.

The Aktion Club of Livonia recently had a fundraiser dance and cleaned up

a local cemetery for a service project.

The Nassau BOCES Rosemary Kennedy School Aktion Club made "homemade" Dog Biscuits and then donated them in person to the Town Of Hempstead Animal Shelter.

The Lifetime Assistance Aktion Club of Rochester did a Car Wash fundraiser on July 8.

The Niagara Falls/Lockport Aktion Club held a Beef on Weck fundraiser, which was a huge success and generated more than \$750 in profit. They also participated in Niagara Falls County-wide Clean Up.

Last month the West Hempstead Court Aktion Club made 60 bookmarks for the Kamp Kiwanis Library with the help from the Hempstead Kiwanis Club. In April they made get-well socks for the children in the NUMC Pediatric ward with the help of the NUMC Kiwanis club.

Members of the FEC/HRW Aktion Club took time to address the fact that the "friction/bullying/anti-bullying" signal is one they certainly related to and

wanted to see it being shared with the youngsters at a local elementary school. They have had a huge success with this program.

The Buffalo Aktion club recently helped to clean up the Niagara River shoreline in collaboration with Buffalo Riverkeeper.

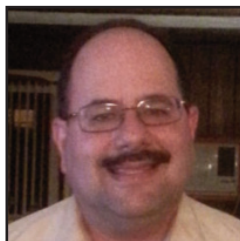
The Nassau BOCES RKS at John F. Kennedy High School Aktion Club did Treats for Troops. They invited a Blue Star Mother to come speak to the club about the importance of sending treats to the troops in Afghanistan. They presented three dozen bags of treats to the Blue Star Mom to mail overseas.

The Jamestown Aktion Club wrote thank you notes to community leaders and politicians for their service to the community, and made Easter egg decorations.

If you are interested in starting an Aktion Club please speak with me at the District Convention, contact me via email or attend our workshop at the convention and remember to check us out on Facebook.

Governor's Project

**Kevin
Kamper**



Summer is here and even though the year is winding down there is still time to educate your members about autism and help make a difference.

There are many special needs camps that could use your help and support.

Autism Speaks will be having walks on July 20 in Brooklyn, Sept. 24 in Staten Island and Oct. 5 on Long Island, Oct. 11 in Rochester, Oct. 18 in Suffern, Oct. 25 in Sullivan County.

Autismspeaks.org is also a great re-

source for the latest articles on resources and news that impact the community.

New York Kiwanians have taken to this project in many ways. The first Key Club for autistic children has been formed at the Eden II School in Staten Island.

The Niagara Frontier South Division raised \$15,000 that will be used for the Children's League School for autistic children in Springville.

On June 8, the Long Island divisions came together to sponsor an art show for youngsters with disabilities. More than 74 students participated and more than 300 people attended the show at the Art League of Long Island in Dix Hills.

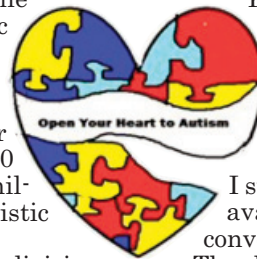
To me, the best part of this show was

to see the proud students showing off their work next to their proud parents.

Thank you Doris Mellina for organizing this great project and Huntington Kiwanis and all of our volunteers, students, teachers and schools who made this project a success.

Please remember to send in your Governors Project forms to knkamper@gmail.com. Also I still have governors' project pins available and will have them at convention.

Thank you Governor Joe for the privilege of serving on this committee and thank you all for all you do. Keep autism in your heart.



Kamp Director

Rebecca Clemence



Here at Kamp Kiwanis we serve economically disadvantaged youth, this is something that most Kiwanians are aware of.

Kiwanians like you give service, time and considerable amounts of money to provide an experience for those who otherwise would not be able to afford it. For the week a child is at Kamp they have the opportunity that millions of their peers take for granted and get to learn and grow in an environment away from home.

What is not as well known is that Kamp Kiwanis provides an opportunity for scores of campers each summer that have been asked to leave, removed or

not allowed to attend other camps. Often these campers are denied a camp opportunity due to negative behaviors. These children have learned these behaviors in negative environments where they often have not been provided the structure, boundaries or education to know any better. Often these campers have experienced parental substance abuse, abuse, neglect, trauma and violence in their communities. Many of these children are those born with diagnosable disorders such as ADHD, Bi-polar Disorder, Conduct Disorder and ODD amongst many others through no fault of their own.

These diagnoses and behaviors for many facilities are unmanageable and exclude these children from having the opportunities that are out there. Here at Kamp we don't believe it is fair for a child who has never been taught how to behave to be excluded from an experience where they may in fact learn the valuable skills that will enable them to behave and succeed.

Kamp Kiwanis is considered one of

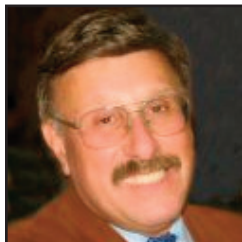
the leading camps within New York State for children with behavioral issues. Here we work hard at main streaming those whose behaviors are outside the norm and teaching them to make choices that can positively affect them for years to come. We have had great success over the years helping campers learn a more productive way of living that will lead them away from negativity and the ramifications of that.

With the amazing work and generosity of the Kiwanians in New York we have been able to teach children who have been labeled un-teachable and give them the access to people, programming and skills that can help them to flourish in their homes, schools and communities. Kamp provides a way to learn that there better alternatives and that good behaviors and future success are a choice.

At your Kamp, Kamp Kiwanis we work with those who need that additional help but will ultimately benefit the most. Thank you for everything you do it can change lives.

KPTC North Shore

DPG Joseph Corace



Some exciting changes have come to the Kiwanis Pediatric Trauma Center.

First is a new name to reflect the changes at the hospital. Still part of the North Shore-LIJ Health System, our trauma center has been transferred to Cohen Children's Medical Center. Kiwanians should look for the new name and a new KPTC logo to reflect this change in the coming months.

In addition, The KPTC Foundation is proud to announce the election of Distinguished Past Gov. Al Norato Jr. to our Board of Directors for 2014-15. Al joins returning Director Susan Groenewoud and new Director Rickie Santer who were added to our board in the Spring.

A recent meeting with hospital representatives reaffirmed the KPTC Foundation's mission and how to best serve the needs of the hospital. The hospital staff expressed its gratitude for Kiwanis' long-term commitment to the trauma center and its emphasis on trauma prevention and safety education.

With this reaffirmation, the KPTC Foundation plans to continue its long established trauma kit program with

the presentation of two trauma kits in the Queens East Division and with the Kiwanis Club of Valley Stream. A KPTC subcommittee is also working with hospital representatives to determine if the contents of the trauma kits continue to meet the needs of local first responders or if updates are needed.

In furthering our safety education programs, our KPTC Service Leadership Committee has begun its own revitalization program by recruiting new committee members to replace long-term members who have graduated from Service Leadership Programs and beginning a series of new Safe Kids presenter trainings for new committee members and the next generation of local Key Clubbers and Circle Kers. The first training was recently held at a Health and Wellness Fair in Huntington and other training sessions are being scheduled for the Long Island North and Long Island South Central Divisions.

I would be remiss if I did not include a huge KPTC "Thank You" and farewell to KPTC Service Leadership Committee Chairperson Kat Graves of Adelphi Circle K and Vice Chair Distinguished Past Lt. Gov. Michael Rover of North Shore Key Club. We congratulate each of them on their graduations and wish them success in all their future endeavors.

We also welcome newly elected Chair Nicole Hallett of WT Clarke Key Club, Vice Chair Joy Andres of Uniondale Key Club and Secretary Shermeen Khan of Woodland Builders Club/East Meadow High School Key Club.

The committee is currently working on a safety coloring book that is coordinated with the Safe Kids lessons. Our

committee will be looking for ads from businesses and Kiwanis Clubs to cover the cost of publishing the coloring book and purchasing crayons. The coloring books will be distributed to all children who participate in Safe Kids workshops. Please look for their ad form being emailed out soon and consider supporting these outstanding young people as they support our trauma center.

The committee is also lending its Vycki robot to Long Island South Central Kiwanis Division and assisting in the training of Kiwanians who will be running a Swim Safety workshop.

Another huge "Thank You" goes out to K-family clubs and individuals for their recent fundraisers including the Bike Challenge; the Theater Night, the Kiwanis Family Game Show Night; the North Shore Key Club Car Wash as well as W.T. Clarke, Woodland Builders and East Meadow High School Key Club Fundraisers.

We also gratefully acknowledge the Kiwanis Clubs, Circle K, Key Clubs, Builders Clubs and K-Kids that have donated to our Annual Campaign.

On Sept. 19 we will hold our annual Black & White Ball (with some surprises). I extend a personal invitation to all. Let's make it the best we have ever had. Let's have every Kiwanis Club represented, in attendance and in our B & W Journal. It's a great night to honor an outstanding Kiwanis leader or member with a KPTC Fellow or Diamond Fellow with over 300 Kiwanis members present.

We already have close to 10 surprise presentations for that night.

For information you can call me at 917-282-9498 or check our website: www.kiwanispediatrictraumacenter.org

New York District Kiwanis Foundation

District Foundation

Sal Anelli



The 2014 Kamping season is under way and it looks like it's going to be a great one. Last Kamping season we felt the effects of Super Storm Sandy and we suffered with reduced kamperships.

Clubs, especially in the downstate area, had a lot to deal with in their communities and to their credit they did phenomenal projects to help out the victims. I applaud all of them. So if it meant helping a victim or send a child to Kamp, I totally understand their choice.

This year however, we have had a great response to our request for children; our enrollment in the Kamp to date has been overwhelmingly greater than last year at the same time. Kiwanians all over the state are responding to our fund raisers, wish list items and just an overall willingness to help in any way they can.

At our annual meeting in September of 2013, we made some adjustment to our tuition fee and busing fee. After a careful review of our finances we confirmed that the actual cost to send a child to Kamp Kiwanis is approximately \$800. Our mission as a board has always been to underwrite the delta between what we charge and what it costs, however rising costs in all the overhead item such as, gas, electricity, insurance, repairs from the hard winters, normal maintenance and all other costs that are germane in keeping the Kamp what it is today, made it almost impossible to do. We have a "Brick & Mortar" entity and those costs are there

'We have had a great response to our request for children; our enrollment in the Kamp to date has been overwhelmingly greater than last year at the same time.'

no matter what the attendance is.

Our fee for Kampers is now \$600 but we decided to ask clubs if they wish to, on a voluntary basis, pay the full amount. Once again the Metropolitan Division came through with a great many clubs deciding to pay us the full amount for their kampers. Clubs like the Staten Island Club that sent 14 children at the full amount, clubs like the North Central Club that not only sent 30 children but they paid substantially more than the minimum fee, and other clubs that did the same.

On behalf of all of us at the New York District Kiwanis Foundation, I offer my sincere gratitude to all those clubs and individuals for your generous and kind help.

There's a few people that I would like to recognize and give thanks to. First, I would like to thank David Vail for deciding to come on board as our finance chair.

Since the sudden and unfortunate loss of Distinguished Past Gov. Jim Yochum, we have been trying to find a Kiwanian with accounting skills to come on board and help us. We had a few prospects but withdrew realizing the time commitment needed to perform the tasks at hand. As one who tried to do that particular function for the foundation, I can tell you that it is a

very large commitment in time, and Dave understood it, committed to it and has been a great addition to our board.

Another person I would like to recognize is our very own Executive Director Rebecca Lopez Clemence. During this past year we have had some major hurdles to overcome in many ways. Rebecca has been there making personal sacrifices for the sake of the Kamp to make sure that we overcome those hurdles. She always does whatever is asked and many times has gone above and beyond our requests never looking for recognition. We are truly lucky to have her as our executive director and I, for one, truly appreciate her talents and her dedication to Kamp Kiwanis.

My last thank you in this article is to a few people. Sometimes help come to you unexpectedly.

A few weeks ago I received a call from a Penny Santo from P.S. 105. It seems that she enrolled the help of Michelle Ferraro from P.S. 204 and together they gave all of their students a copy of the Kamp's wish list and asked them to see what they can donate from that wish list. Michelle, who happens to be my home club secretary's wife, was aware of Kamp Kiwanis as well. So together they set up drop boxes at their respective schools and low and behold they filled up approximately 16 boxes of items from our wish list.

This was a pleasant surprise and I am told by Rebecca that everything was very much needed and will certainly be used in our camping season. I want to express my thanks and gratitude to Penny and Michelle and all of the students at P.S. 105 and P.S. 204 for thinking of the Kamp and for their wonderful donation. Oh by the way, they also collected \$375 for the Kamp.

On behalf of all of us at the New York District Kiwanis Foundation and Kamp Kiwanis, we thank you.

2014 Foundation Scholarship Winners Announced

The winners of the 2014 New York District Foundation Scholarships have been announced.

Receiving \$1,000 scholarships are:

Kaitlin Cash from Westhill High School, attending Binghamton University; Sadie Zacharek from East Syracuse-Minoa High School, attending North-

western University; Fletcher Chapin of Westhill High School, attending Cornell University; Kelton Burnside of West Genesee High School, attending Ithaca College.

Two \$500 matching scholarships also were awarded: The Key Club award went to Shelby Wadsworth from Fonda-Fultonville High School, attending the University at Albany; The Circle K award went to Sophia Conti, a student at Adelphi University.

Foundation Honorees Now Online

For the first time, the names of honorees from the Kiwanis International Foundation and the New York District Foundation are available online.

See the District web site, www.kiwanis-ny.org, where you can look up individuals or listings by club for recipients of the International Foundation awards, the Kaiser Award presented by the District Foundation, as well as the Brittany awards presented by the Pediatric Lyme Disease Foundation, which have previously been available.



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**Marketing
& PR**

**Jim
Mancuso**



It is my hope that every club is increasing its community's awareness of themselves by focusing more on their public relations and marketing programs.

As we move closer to the end of the Kiwanis administrative year, now begins our final push to add members. Your public relations and marketing programs are keys to these efforts. To get your creative juices flowing there are a few strong marketing examples I can offer.

Huntington Kiwanis on Long Island took part in a great radio interview feature, on the program called "Island Outlook", with the senior officers from their club and division. They spoke about all of the wonderful things their

club does and the Kiwanis mission; stating, in short, that it is about "kids." They spoke about how they don't just raise money and are really involved in the community, including a Thanksgiving food program, the Eliminate Project and about how others (i.e. future members) can get involved.

This is the type of messaging that really make others, including prospective members, stand up and listen. Chris Barth and the others on the show came off as the really caring and professional volunteers which they truly are. You can listen to the recording by visiting the website Sound Cloud (www.soundcloud.com) where it is accessible. Search under "Jim Mancuso 2" and you will find three different tracks you can listen to, including the one I am about to mention below.

A second recording to listen to is a radio show recorded by a member of my own club, East Meadow Kiwanis. One of our Distinguished Past Presidents, Alan Beinhacker, is a huge Bruce Springsteen fan. He won a drawing to host Sirius XM E Street Channel's "Be the Boss" contest. He hosted his own show, playing a combination of the Boss' songs, matching them to things important to him. Those things

included song dedications to his wife, daughters and a sick child he helped meet Bruce Springsteen through Make-a-Wish. In one of the segments, he spoke about his love for East Meadow Kiwanis, matching it to Bruce Springsteen's message that all of us should support our local food banks. This is akin to East Meadow Kiwanis' Holiday Dinner program which we hold every year in conjunction with a local restaurant, Borelli's. On Christmas day about 100 less fortunate families in our community are treated to holiday dinner where presents are given by Santa Claus to the children. It is a wonderful event and of the type that should be promoted, so others understand the impact we have in our communities.

I hope you can use these creative recordings as a catalyst to create some of your own club messages to your communities. And, remember the Kiwanis Oscars, a contest to have clubs produce public service announcements, like these, is coming soon (submissions due July 31, 2014). Please send your submissions to me at james.n.mancuso@gmail.com to have them showcased at the Governor's Ball at the District Convention in August.