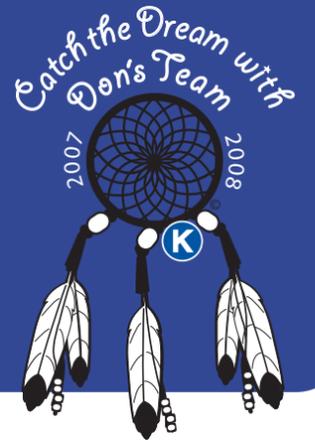
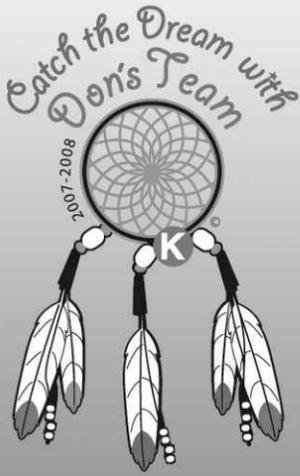


# Empire State Kiwanian

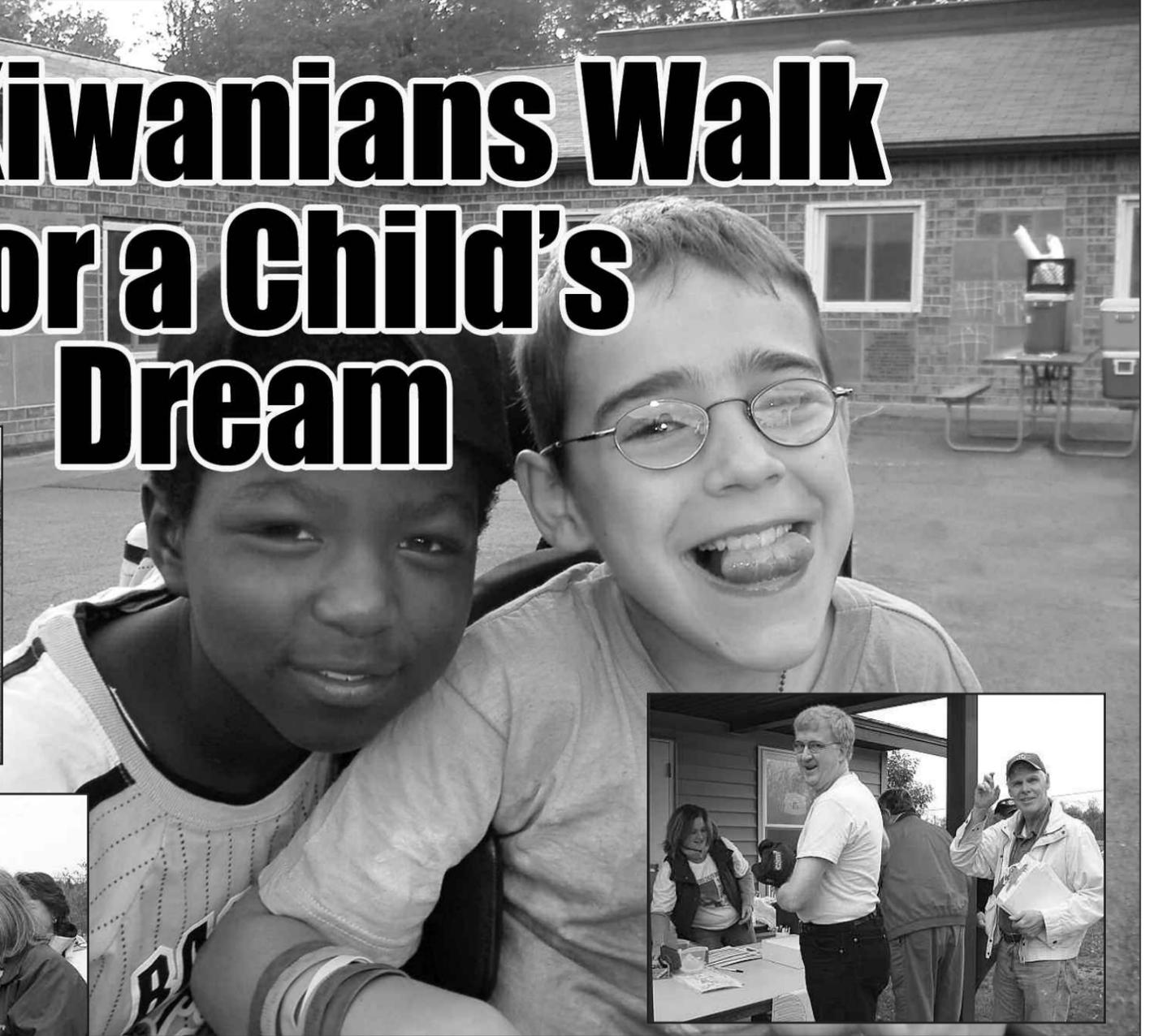
New York



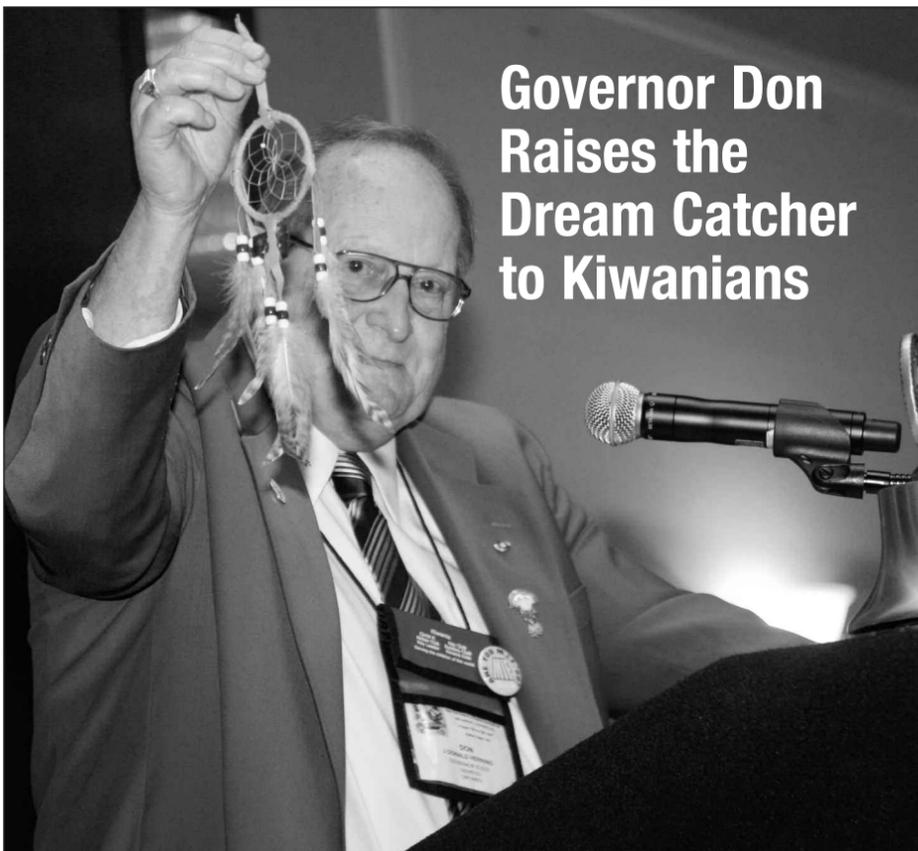
JANUARY 2008, VOLUME 08, NO. 1 • NEW YORK DISTRICT KIWANIS FOUNDATION



## Kiwanians Walk for a Child's Dream



*At the beginning of the 2007-08 year, Kiwanians walked for a child's dream at Kamp Kiwanis in Taberg New York. International President Dave Curry and First Lady Eva, along with New York District Governor Don Herring and First Lady Marlene were among the leaders of the pack to raise money for our kamp and the International Foundation.*



### Governor Don Raises the Dream Catcher to Kiwanians

*Governor Don Herring holds up a Dream Catcher at our District Convention this past August in Buffalo. He has asked Kiwanians to be part of a dream for all children.*

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## Secretary/Treasurer

Justin Underwood

### WHAT A GREAT YEAR AND ANOTHER ON ITS WAY!

Congratulations to Joe's Heroes . . . that is the Presidents and Secretaries of each club, the Lt. Governors, the District Chairs and, of course, Governor Joe and Nydia Corace! Each of you has proven that our Kiwanis service is done by heroes of every sort. It was an exciting year of change and a really popular program to recognize all of our heroes in our communities. Congratulations, again!

Governor Don and his board of Lt. Governors have taken the BATON and carry the ideals of Kiwanis Service even further. Governor Don and Marlene have already made several visits and several events, most recently the "Walk For A Child's Dream" events all over the state. Saturday, October 13 at 10 AM a walk at "Camp Jericho" in the Plattsburg area was held. Wednesday, October 17 at 10 AM Governor Don and Marlene were joined by International President Dave and Eva Curry at our own Kamp Kiwanis® for a 10K Walk in and around the Kamp. Photos of that event are on our website. Saturday, October 20 at 10 AM another walk was held in Taberg, but this time with Key Clubbers that could not make the Wednesday walk.

Growth is so important for the future of our service to our communities that we must work hard to continue bringing in new members. To that end, Immediate Past Governor Joe ran a membership contest and has seen the birth of two new clubs (North Greenbush and Plainville, Old Bethpage) and the District Growth team has not stopped there! During the beginning of this year, Governor Don has continued with a monthly membership contest and also has seen the birth of an additional two new clubs (Albany and Wheatfield)!

So, let's be part of the momentum and join in to strengthen our existing clubs and build new clubs in communities with no Kiwanis presence! That's what Governor Don and his Dream Team of leaders "Dream Catcher" logo symbolizes.

### The Annual Club Report still needs some tweaking

By now, everyone has gotten the word about the Annual Club Report. In the years past, the Annual Report did not go out to the clubs until August or September. If you go through your old reports (the mandatory portion) you will note that the International Board requested different information each year. Well, in this past Kiwanis year, the situation was the same. Scott Smith (the Kiwanian that created and maintains our On-Line-Reporting) did not get the new requested information for 2006 - 07 until the last few weeks. So, all of the clubs that have faithfully reported on line need to complete some

Continued on Page 11

# Changes Necessary to Attract New Generation of Kiwanis Members

Message from Rob Parker, Kiwanis International CEO

Dear Kiwanis Leaders,

When delegates at the Montreal convention officially approved and supported the goal of 1 million members by 2015, they set a new course for our organization. In San Antonio, the delegate body overwhelmingly approved the Kiwanis Next Amendment sending a clear signal that it is time to make the changes necessary to attract a new generation of Kiwanis members. The strategic direction of the organization was further clarified by the International Board when it approved a new brand promise based on the concept of "personal leadership and character development that leads to life-changing service."

These three actions will have significant impact on how we invest our time and resources, and will require focused attention at all levels. As leaders, we need to communicate clearly and consistently about our future direction. To assist in this effort, your global marketing team has created these resources for your use:

- Master Narrative – Every organization has a story. Kiwanis has a particularly compelling one that needs to be told. This document provides core background information on Kiwanis and how we have developed over time; a history of what our organization was and where it is headed. It is the story and rationale behind our current initiatives as an organization and should serve as an internal reference point to unify our comprehension of the new direction of Kiwanis.

- Key Messages – From the Master Narrative, we have created these messages for your use in both internal and external communications to members, the community, and media. These messages are meant to be used as a guide when discussing key topics that pertain to Kiwanis, demonstrate the goals and objectives of the organization, and illustrate the tremendous impact Kiwanis leaders have on the world.

I hope you find both the Master Narrative and the Key Messages to your benefit as we convey our mission and prove ourselves to be a truly great organization.

## Massapequa Helps Support Moms

The Kiwanis Club of MASSAPEQUA, Long Island South Central Division – donated \$300 to the Midshore Mothers Center, formerly the Massapequa Mothers Center, a non-profit, non-sectarian organization run by moms for moms, and offers a variety of programs and services. "We've been providing funds for the Mothers Center for over 15 years", stated PR Chairman Bill Moseley, continuing, "they do such great work on a personal and local basis."



Above L to R: Claudia Feehan, Linda Rini, Karen Willig, Massapequa Kiwanis Public Relations Chairman Bill Moseley, Pat Sciattara, Lori Gormly, and Fontaine Sheridan. Photos courtesy of Bill Moseley/BBA Photography Corporation.

### KEY MESSAGES: KIWANIS IN TRANSITION

- Kiwanis is making the courageous decision to reinvent itself and break the mold for traditional service organizations.
- Kiwanis is taking itself from a good organization to a truly great organization that defines excellence for service and leadership and builds leaders through service opportunities.
- To thrive today, Kiwanis—and others—must adapt to remain relevant, to attract more volunteers and ultimately to serve more communities around the world.

### KEY MESSAGES: MEMBERSHIP

- Kiwanis' current vision and march toward growth is bigger than the organization and its future. It's about identifying and influencing how the next generation of leaders will connect to and serve the world.
- Kiwanis is committed to becoming flexible and member-responsive. For today's busy men, women, and children, time is a precious commodity. Kiwanis understands this and, as such, encourages each Kiwanis club to determine its priorities based on the issues most important to its members and community.
- Kiwanis is dedicated to membership growth and plans on reaching a goal of 1 million members by the year 2015.

### KEY MESSAGES: LEADERSHIP

- Kiwanis develops and inspires everyday leaders to ensure a legacy of impactful service.
- Kiwanis works to develop future generations of leaders through programs that build character development and personal-leadership skills.
- Leading through example, Kiwanis recognizes, develops and inspires leaders of all ages who make a difference in all facets of life.
- Kiwanians realize their full potential and capacity to help others by leading through service at home, work, and school and in their communities.
- Kiwanis' impact on the world will be measured by the 10 million young leaders it nurtures rather than by the number of members it attracts.
- The Kiwanis International Foundation has undertaken a \$37 million fundraising campaign to optimize Kiwanis' service in a rapidly changing world. Funds are used to further support of Service Leadership Programs, service projects worldwide and new organization initiatives and infrastructure improvements.
- Kiwanis International Foundation is changing the world for youth and with youth by providing funding for Circle K, Key Club, Builders Club, K-Kids, Key Leader and leadership conferences.
- The Kiwanis International Foundation's enduring legacy continues to help thousands of children around the world through its endowment fund, which provides much needed resources such as clothing, medicine and vitamins.

### KEY MESSAGES: LOCAL LEADERSHIP

- My Kiwanis club in (location) is made up of everyday leaders who perform extraordinary service. For example, (insert an example or examples of community members leading or making a difference).
- The/My Kiwanis club in (location) develops young leaders by supporting (insert name of

Service Leadership Program) at (school), which has (number) members and has helped our community by \_\_\_\_\_.

- My Kiwanis Club in (location) may apply for Kiwanis International Foundation financial support to positively impact our community.

### KEY MESSAGES: SERVICE LEADERSHIP PROGRAMS

- Kiwanis Service Leadership Programs provide leadership-development opportunities for people at every stage of life.
- Key Leader is a life-changing Kiwanis leadership program designed to promote personal growth and community building to a broad spectrum of students, not just academic achievers.
- Through Kiwanis and its Service Leadership Programs, budding leaders can form enduring friendships, offer philanthropic service, and build better communities for generations to come.

### KEY MESSAGES: SERVICE

- Kiwanis focuses on the needs of ordinary people and children to create extraordinary life-changing moments.
- The needs of the world are great, and, together, members of the more than 8,200 Kiwanis clubs around the world can and do accomplish great things for children and communities.
- Every day, Kiwanis leaders make their mark by revitalizing neighborhoods, engaging youth in reading programs, erecting playgrounds, and performing countless other projects to help children and communities.

### KEY MESSAGES: SERVICE (Local)

- The/my Kiwanis club in (location) has XX volunteer leaders with different backgrounds and talents. (Give examples of individual volunteer contributions.)
- Opportunities for people interested in service and leadership with Kiwanis range from (give examples of the types of roles volunteers can fill, from helping with projects to leading club growth initiatives, etc).

### KEY MESSAGES: IMPACT

- Members of Kiwanis and its Service Leadership Programs volunteer more than 21 million hours and invest more than \$113 million in their communities around the world.
- In a typical year, these individuals conduct more than 167,000 service projects worldwide.
- Regardless of whether an individual joins Kiwanis, the effect of Kiwanis service and leadership is far-reaching and impacts communities around the globe.
- Kiwanis International, in concert with the Kiwanis International Foundation, has undertaken a \$37 million endowment campaign to optimize Kiwanis service in a rapidly changing world.
- Funds are to be allocated to further support youth Service Leadership Programs, Kiwanis service projects worldwide, new organization initiatives, and infrastructure improvements.

### KEY MESSAGES: IMPACT (Local)

- Kiwanis club members in (location) give more than XX hours and have raised more than \$XX for projects such as \_\_\_\_\_.
- Some examples of the programs sponsored by my/the local Kiwanis club in (location) are \_\_\_\_\_.

Continued on Page 4

# Chair Jim Yochum Secures 10,000 for District in Buffalo



Hard-working New York District Convention Chair PG Jim Yochum, right, with the help of Mary Yochum, left, again, came to the aid of the New York District. PG Jim negotiated with the Convention Hotel, the Buffalo Hyatt Regency, and secured a check, pictured above, for \$10,000 for New York District Kiwanis. Governor Joe Corace, center, thanked everyone.

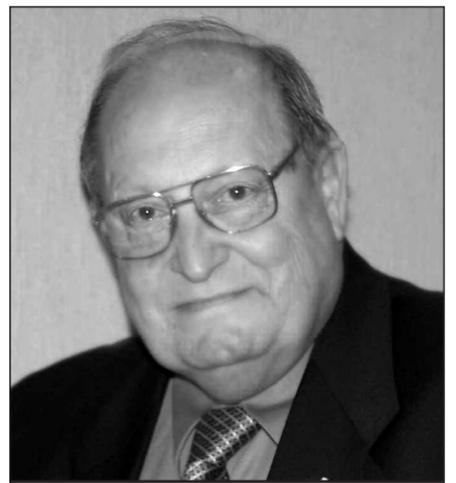
# Bronx Westchester South Raises Over \$8000 in Alzheimer's Awareness Walk



The **BRONX WESTCHESTER SOUTH DIVISION** placed second in the Alzheimer's Memory Walk, raising over \$8,000 and awareness in a three-mile walk. Co-chaired by BWS Past Lt. Governors Sister Anne Marie Kirmse and Rocco Riti, the annual event brought together all members of the Kiwanis Family, with over 30 Kiwanians from six clubs joined by members of the Circle K Club of Fordham University and Saunders High School Key Club. Also participating was KI Trustee Thomas DeJulio, and Chia Sing Hwang ("Sing"), a Kiwanis International Trustee from the Malaysia District.



**Chia Sing Hwang ("Sing"), a Kiwanis International Trustee from the Malaysia District addresses Alzheimer's Memory Walkers.**



## Governor

Don Herring

Our journey as "Dream Catchers" has begun. By the time that you read this we will be leading the New York District. This is my first chance to address all you great Kiwanians around the State. Allow me to start this discussion by saying thank you to 2006-07 Governor Joe Corace and First Lady Nydia. Their energetic leadership, along with the actions taken by the Board of Lieutenant Governors "Joes Heroes," set the stage for allowing an easy transition into the 2007-08 year. Thank you Joe and Nydia.

Now we must do our part in developing a new future for all New York Kiwanians. Our dreams will not just happen because we believe them to be "right" we must make them happen. How do we do that? We start by letting all Kiwanians know what the "dream" is, or what is expected of them during this crucial year in Kiwanis's existence. I have attempted to design a program that is simple to follow and I believe will be easy for all clubs to be successful.

### Dream # 1 Membership Growth

As most of you are aware the New York District has been losing members at the rate of 400-500 members per year. At our high point ten years ago we had over 14,000 members. We start this year with 8445 members. The arithmetic is simple, unless we do something to correct this trend we will no longer be a viable organization ten years from now. There are many consequences that we suffer with declining membership; some clubs go out of existence and the services that they provided to the children of their communities are no longer available, Key Clubs are left with no sponsoring Kiwanis Club, monies that were provided for local charity work is no longer available, and many others consequences could be mentioned. This of course is not an acceptable

*Continued on Page 10*

## THE EMPIRE STATE KIWANIAN

Official Publication of  
THE NEW YORK DISTRICT KIWANIS  
FOUNDATION, INC.

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and for the development of the clubs  
in the district.

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Maureen Neuringer, District Editor

Check out the  
New York District  
Website at  
[www.kiwanis-ny.org](http://www.kiwanis-ny.org)

## Parker – Key Messages

Continued from Page 2

- Our Kiwanis club in (location), has donated more than (how many) volunteer hours and (how much) in monetary donations back to organizations in the (location) area.

### KEY MESSAGES: GLOBAL REACH

- Kiwanis strives to define excellence for service and leadership in communities around the world.
- Kiwanis and its Service Leadership Programs boast more than 600,000 members—men, women, and youth—in nearly 16,000 clubs in more than 70 countries and geographic areas.
- Kiwanis International Foundation has raised nearly \$100 million to eliminate Iodine Deficiency Disorder (IDD) worldwide. More than 80 million newborns now are protected each year from death, cretinism, mental and physical disabilities, and learning disabilities.

### KEY MESSAGES: GLOBAL REACH (Local)

- One of the great benefits of being part of a Kiwanis club is seeing the impact locally while also contributing to global causes. The/my Kiwanis club in (location) contributes to global causes through activities such as

- Kiwanis welcomes new members—any man, woman, or young adult who considers themselves to be a leader or who wants to make a positive difference in their local or global communities should be a part of Kiwanis.
- My Kiwanis Club in (location) contributes to global causes through financial support of the Kiwanis International Foundation.

### KEY MESSAGES: WOMEN IN KIWANIS

- Membership
- Kiwanis began welcoming women in July of 1987. By the end of the following year, more than 8,500 women worldwide had become Kiwanis members.
- In late 2006, more than 63,000 women were performing community service as “Kiwanians”—over 23 percent of the organization’s total membership.

### Women Volunteers – Boosting Membership

- Kiwanis is constantly examining creative ways to make membership more attractive to women. For example:
- encouraging parents to bring their children to club meetings and events and
- encouraging family volunteering as a way to promote family interaction and develop future generations of child leaders.

### KEY MESSAGES: DIVERSITY

- Kiwanis embraces the changing needs of all volunteers, women, men, seniors and young people, and welcomes all who are passionate about civic engagement to join as members.

### KEY MESSAGES: KIWANIS ONE DAY

- Kiwanis One Day occurs annually during the first weekend of April. It is an opportunity to unite Kiwanis family members from around the globe and their communities in a dedicated day of action devoted to hands-on community service projects.
- More than 600,000 Kiwanis family members are expected to participate in service projects in their communities on Kiwanis One Day. By committing a few hours each on this dedicated day of service, Kiwanians will be contributing to more than 1 million global service hours in just one day!
- If 600,000 volunteers donate their time to communities on Kiwanis One Day, the value



## Mid-Year Conference

February 23 – 26, 2008

**TENTATIVE SCHEDULE**



### Thursday, February 23, 2008

4:00 p.m. – 6:00 p.m.	Registration
6:00 p.m. – 7:00 p.m.	V.I.P. Cocktail Reception
7:00 p.m. – 9:00 p.m.	V.I.P. Dinner

### Friday, February 24, 2008

8:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 4:00 p.m.	Registration
9:00 a.m. – 4:00 p.m.	Basket Raffle and Display Tables
12:00 p.m. – 1:00 p.m.	District Board Lunch
12:00 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 4:00 p.m.	District Board Meeting
5:00 p.m. – 6:00 p.m.	Honorees Reception (cash bar)
6:00 p.m. – 8:00 p.m.	Sponsored Youth Dinner
8:00 p.m. – 9:00 p.m.	Opening Session
9:00 p.m. – Midnight	Movie Star Theme Party Extravaganza

### Saturday, February 25, 2008

7:00 a.m. – 9:00 a.m.	Past Governor's Breakfast
8:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 5:00 p.m.	Registration
9:00 a.m. – 5:00 p.m.	Basket Raffle and Display Tables
9:30 a.m. – 12:00 p.m.	Forums TBD
9:30 a.m. – 12:00 p.m.	T.A.G. Team
9:30 a.m. – 10:30 a.m.	Kamp Kiwanis Wish List/Shower
12:00 p.m. – 1:30 p.m.	First Timers/New Member Lunch
1:30 p.m. – 4:00 p.m.	Forums TBD
4:00 p.m. – 5:00 p.m.	On – to – Orlando
5:00 p.m. – 6:00 p.m.	Religious Services
6:00 p.m. – 7:00 p.m.	Reception
7:00 p.m. – 10:00 p.m.	Gala Governor's Dinner & Awards
10:00 p.m.	Hospitality Rooms

### Sunday, February 26, 2008

8:00 a.m. – 9:00 a.m.	Past Lt. Governor's Breakfast
8:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 11:00 a.m.	Foundation Board Meeting
11:30 a.m. – 2:00 p.m.	Farewell Luncheon

12/28/2007

of their volunteer hours will represent over \$17 million USD.

### KEY MESSAGES: READ AROUND THE WORLD

- Each February, Kiwanis encourages a love of literature and demonstrates its significance to children through Read Around the World, a service program that actively engages youth and encourages them to embark on a lifelong journey of reading.
- By focusing on improving literacy rates among children through Read Around the World, Kiwanis' aim is to help children reach greater levels of scholastic achievement and academic understanding.

### KEY MESSAGES: KIWANIS HISTORY

- Kiwanis was born in Detroit in 1915, during a period when a dozen service organizations formed and thrived around the United States.
- The first Kiwanis clubs promoted the exchange of business among members.

- By 1919, though, Kiwanis had opted to emphasize social service above business networking.

- By 1939 Kiwanis International Foundation was established as the fundraising arm of

Kiwanis International to financially support social services.

Look for the Master Narrative Column by Rob Parker, Kiwanis International CEO in the next edition of the Empire State Kiwanian.

## Governor Don's Honor Roll

Here is an updated list of Kiwanians for Governor Don's honor roll. These Kiwanians have recruited in at 1 new member this year.

Governor Don - 3 new members	Nancy Di Croce
Mike Malark - 22 new members	Arthur Diagneault
Michael Wayne	Paul Vallone
Jean Laitenburger	Mike and Penny Leonard
Richard Thompson	Robert Turoff
Dawn Schreiber	Deborah Witherwax
Mary Joy Delconte	Michael Adams
Robert Smith	Cathy Koebelin
Marlene Gosson	

**NEW YORK DISTRICT KIWANIS MID-YEAR CONFERENCE**

February 22-24, 2008

**Hudson Valley Resort & Spa Reservation Form**



**Deluxe Accommodations For Two Nights**

- Single Occupancy – Per Person, Per Stay \$355.00 Inclusive of service charges
- Double Occupancy – Per Person, Per Stay \$255.00 Inclusive of service charges
- Triple Occupancy – Per Person, Per Stay \$235.00 Inclusive of service charges
- Quad Occupancy – Per Person, Per Stay \$225.00 Inclusive of service charges

- Children's Rates- As third & Forth Occupant
- Children 5 and Under Free
- Children 6-12 \$70.00 Per Child, Per Stay
- Children 13-17 \$130.00 Per Child, Per Stay

Rates Include: Overnight accommodations, six (6) meals daily starting with dinner on day of arrival through lunch on day of departure (Rates are subject to prevailing NYS Tax)

**One Night Stay – Limited To 10 Rooms (Upon approval from the district)**

- Single Occupancy – Per Person, Per Night \$202.00 Inclusive of service charges
- Double Occupancy – Per Person, Per Night \$152.00 Inclusive of service charges
- Triple Occupancy – Per Person, Per Night \$142.00 Inclusive of service charges

Rates Include: Overnight accommodations, three (3) meals daily starting with dinner on day of arrival through lunch on day of departure (Rates are subject to prevailing NYS Tax)

PLEASE PRINT OR TYPE

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Evening Phone: \_\_\_\_\_ Day Phone: \_\_\_\_\_  
 Arrival Date: \_\_\_\_\_ Departure Date \_\_\_\_\_  
 Sharing Room With: \_\_\_\_\_

**\*Credit card information for deposit**

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

\*The Hotel is not responsible for assigning room mates. 1. \_\_\_\_\_ 2. \_\_\_\_\_

**DEPOSIT:** Individuals are required to provide the Hotel with a **deposit of \$100.00 per room plus Kiwanis Registration fee** with this form by **FEBRUARY 9, 2008**. Make checks payable to Hudson Valley Resort & Spa. We also accept Amex, MasterCard, Visa, , and Discover Cards for deposit – please complete the information requested: Any and all cancellations made less than seven (7) days prior to arrival will be subject to the forfeiture of the individual's deposit. Individuals who are categorized as a "No Show" will be billed in full. After the cut off date, or when your room block has filled, the Hudson Valley Resort & Spa will accept group reservations on a space availability basis. After that date rooms are subject to availability.

**Registration fees for Kiwanian and/or Guest \$40 each**

**Late fees apply after February 13, 2008 of \$10.00 per registration, with no refund after 2/13/08**

**BADGE INFORMATION**

CLUB: \_\_\_\_\_ DIVISION \_\_\_\_\_

NAME: \_\_\_\_\_  
 FIRST LAST NICK NAME FOR BADGE

SPOUSE NAME: \_\_\_\_\_  
 First Last(if different) Nick Name if any if Kiwanian club name Title

CHILDREN: First Name Only \_\_\_\_\_

PLEASE PRINT YOUR CURRENT TITLE: \_\_\_\_\_

Honors: Please Circle all that apply, put a 2 if Partner also apply First Timer Life Member Hixson Tablet of Honor

Heritage Society Kaiser KPTC Empire Club Pediatric Lyme

PLEASE MAIL, OR FAX: THIS FORM TO: Attn: Reservations Department **(No Phone Reservations)**  
 Hudson Valley Resort & Spa, 400 Granite Road, Kerhonkson, NY 12446 FAX: (845) 626-2677



**Marilla Kiwanians Bring Warmth to Cancer Patients with Blankets of Love**

The Kiwanis Club of MARILLA, Niagara Frontier East Division – Many have been touched in one way or another with a friend or family member that has been given a diagnosis of Cancer. Many of the people diagnosed with Cancer will receive treatment as an inpatient at Roswell Park Cancer Institute/Bufalo, and now will be given a "Blanket of Love." Approximately 14 people starting with Clarise Palumbo and Kathy Putney have gotten together to find a way to make fleece blankets to present to adults and children who receive Cancer treatments.

The Kiwanis Club of Marilla was asked for "seed money" to begin this project, and by doing so the service was begun. Kiwanis members and their spouses have also

helped to assemble the blankets. 62 "Blankets of Love" have been presented to patients at RPCI, and the blankets are sent home with the patients. Additional donations have been made to the Kiwanis Club of Marilla for the purpose of giving the project ongoing funds for more blankets.

Those wishing to help fund this project should send their donation to Kiwanis Club of Marilla, c/o Jim Gingerich, Treasurer at 3955 Four Rod Road, East Aurora, NY 14052. Checks should be marked as a donation for the "Blankets of Love" project.

"Blankets of Love" may not be able to cure medical conditions, but they hopefully will help patients tolerate their treatment, and to know that others care.

**Antoinette "Nettie" Valentine**

It is with deep sadness that we inform you of the passing of 1977-78 New York District First Lady, Antoinette "Nettie" Valentine on December 18 after a long and valiant battle with lung cancer. The widow of New York's first Distinguished Governor, Mauro "Champ" Valentine, Nettie was a devoted wife, mother and grandmother. She was also a recipient of the George F. Hixson Fellowship Award in 1997.

Condolences may be sent to her daughter:

Maria Valentine  
 45 Northwood Circle  
 New Rochelle, NY 10804



The **FIVE TOWNS** Kiwanis Club recently donated a ride on a car to the children of the Five Towns Child Care Center in Inwood. The car was donated in the name of deceased PP Dale Sarro whom was also a honorary director of the child care center. The center provides care for children, 18 mo. to fours years old of working families in our community.

# 2007-2008 Kiwanis International Achievement Criteria

## Distinguished Member Award

The Club President will verify members that qualify for Distinguished Member. To qualify, club members must:

- Recruit two (2) new members.
- Attend either a Mid-Winter Conference or District Convention. Equivalent meeting may be K University, Zone or Regional Conference, or other opportunity provided by district.

- Participate in six (6) Kiwanis service efforts.

## Distinguished Member Awards:

Club members who are awarded distinguished status will receive a lapel pin and recognition at the 2009 Kiwanis International Convention.

## Distinguished Club Award

### Service:

- The club will sponsor and fulfill its responsibilities to service leadership programs (K-Kids, Builders Club, Key Club, Circle K, Aktion Club or Kiwanis Junior), including providing club leadership education to program club officers. 10 pts

- The club will start a new service leadership program (K-Kids, Builders Club, Key Club, Circle K, Aktion Club, or Kiwanis Junior Club). 5 pts bonus

- The club will participate in a Kiwanis branded service project such as Young Children Priority One, Read Around the World, Bring Up Grades, Terrific Kids, Key Leader, or World Link program (sponsor a new Kiwanis club in a developing nation). 10 pts

- The club will contribute \$5 per member to the Annual Club gift campaign of the Kiwanis International Foundation. 10 pts

- If the club participates in the George F. Hixson or Tablet of Honor awards, 10 bonus points will be awarded.

### Education:

- The Club President and Secretary will participate in the Club Leadership Education (CLE) training session (or equivalent) prior to assuming office. 10 pts (5 pts each)

- The club will provide all new members a new member orientation. 10 pts

- The club will be represented at both the Mid-Year Conference (or equivalent K University, Zone Conference, Regional Conference) and District Convention. 10 pts

### Growth:

- The club must have a net gain in membership of at least one member by the end of the administrative year. 20 pts

- The club will sponsor (or co-sponsor) a new Kiwanis club in the community. 20pts

- If the club achieves a net gain in membership of at least five members by the end of the administrative year, 10 bonus points will be awarded.

## Distinguished Club Awards:

When the club accumulates at least 80 points and has properly submitted its annual report, the club will receive the distinguished club banner patch and a certificate from the International President acknowledging its achievement. If the club is distinguished and the club president has also earned the Distinguished Member Award, a distinguished club lapel button will be given to that club president. If the club is distinguished and the club secretary has also earned the Distinguished Member Award, a lapel button will be given to that club secretary.

## Distinguished Division Award

The division will qualify for a Governor's Citation, Outstanding Leadership, Outstanding Performance, or Honorable Mention based on the collective performance of the clubs in the division.

## Distinguished Division Awards:

- If 50% of the clubs in the division achieve distinguished, the lieutenant governor will be awarded the Governor's Citation.

- If 40% of the clubs in the division achieve distinguished, the lieutenant governor will be awarded the Outstanding Leadership Citation.

- If 35% of the clubs in the division achieve distinguished, the lieutenant governor will be awarded the Outstanding Performance Citation.

- If 25% of the clubs in the division achieve distinguished, the lieutenant governor will be awarded the Honorable Mention Citation.

If the division is distinguished at any level, and the lieutenant governor qualifies for the Distinguished Member Award, the lieutenant governor will receive a Distinguished Lieutenant Governor lapel pin. Distinguished District Award

The district will qualify for a President's Citation, Outstanding Leadership, Outstanding Performance, or Honorable

Mention based on the collective performance of the clubs in the district.

## Distinguished District Awards:

- If 50% of the clubs in the district achieve distinguished, the governor will be awarded the Presidential Citation and the district secretary will receive a certificate.

- If 40% of the clubs in the district achieve distinguished, the governor will be awarded the Outstanding Leadership Citation and the district secretary will receive a certificate.

- If 35% of the clubs in the district achieve distinguished, the governor will be awarded the Outstanding Performance Citation and the district secretary will receive a certificate.

- If 25% of the clubs in the district achieve distinguished, the governor will be awarded the Honorable Mention Citation and the district secretary will receive a certificate.

If the district is distinguished at any level, and the district governor qualifies for the Distinguished Member Award, that governor will receive a Distinguished Governor lapel pin. If the district is distinguished at any level, and the district secretary qualifies for the Distinguished Member Award, the district secretary will receive an appropriate memento.



## Tag Team

Ann Sewert

## Developing and Retaining members

### 15 Strategies for Increasing Member Attendance and Involvement

Kiwanis clubs that function successfully have appealing service and fundraising projects; hold interesting meetings; involve all members; communicate effectively both within the club and the community; have members that work well together and are a valuable part of the community.

Efficient clubs will be able to retain their members far more easily than one that is unsuccessful in those areas. Shaping up retention and membership strategies may take more work for some clubs than for others. But even if your club has some serious issues to address, most of these can be corrected with a unified, honest commitment from club leaders and members working together. Here are 15 strategies your club may wish to consider for improving attendance at club meetings.

- **Monitor Meeting Attendance:** If a member is absent from four consecutive meetings without a known reason, that member's sponsor or the attendance committee should follow up with that person and find out the reason for missing the meetings. If there is a complaint or grievance from the member, take immediate action to correct the situation and retain the member. Have your Club Attendance Chair call those that have missed two or more consecutive meetings.

- **Use Phone trees:** Assemble a phone tree to call members encouraging them to attend the meeting that day. This is a great method for enticing inactive members to attend meetings. As a direct result, these members often seem to regain enthusiasm about club projects.

- **Current, Up-to-date Club Newsletter and Web Site:** Use these communications vehicles to reinforce and build upon items presented in club meetings; explain new policies and programs; remind members about important dates; report progress on various activities and celebrate club success. Increase the number of contributing editors on your website to empower more members to add information pertaining to their committees and events.

- **Add an element of fun:** At each meeting an inactive member is selected and a stuffed animal is dropped off at the member's home or business place. It becomes the member's responsibility to return this "truancy mascot" in person at a regular meeting, where the returning member is properly greeted and recognized. The mascot is then sent along on its next assignment. The whereabouts of the truancy mascot should be regularly publicized in the club newsletter.

- **Create a "Buddy" List:** Have the club secretary assign each member a "buddy" and

Continued on Page 13

## Membership Recognition Super Achiever Awards

Catch the Dream 2007-2008

### Incentives for Clubs and Members – Membership Growth Incentives

1. Any Club with a net growth of 10 Members President/Membership \*\* Chairman will get a free Dinner and recognition at the District Convention.
2. Membership Pin for recruiting 1,2,3 new members (International Recognition)
3. Running Honor Roll for recruiters in ESK (On Going) (see page 4)
4. Distinguished Kiwanian Recognition in ESK and Recognition at Conventions
5. Distinguished Club Award
6. Recruit 25 or more new members - Club will receive a Large Distinguished

### Membership Banner \*\*

7. LG with the largest growth in his/her division will receive a watch
8. Kiwanian that recruits the most new members will receive a watch
9. Special Recognition for New Club Building Teams at District convention

*\*\*A copy of all new member add forms must be sent to the District Office*

Be sure to include the name of the sponsor

Questions:

Please contact Ann Sewert, TAG Team Chair at 315-331-2129 (H) or 315-573-5761 cell or ann1@rochester.rr.com

## Ulster Sponsors Flag Day Assembly

The Kiwanis Club of **ULSTER**, Hudson River Division – sponsored two Flag Day assembly programs in the town of Ulster on Thursday, June 14, 2007. Over 700 Flags were distributed. Kiwanis Club members held two assembly programs at The Chambers Elementary School and the Crosby Elementary School. In attendance was Lt. Gov. Larry Decker of the Hudson River Division, President Pat Metzger, Secretary Ernie Smith, MaryLou Smith, John Smith and Fred Wadnola of the Ulster Kiwanis Club. Fred Wadnola did a brief history of Flag Day and the meaning of our Flag. Each Student in the Schools were given a American Flag to celebrate Flag Day the "Birthday of our Flag." The assembly program ended in each school by the students singing "Happy Birthday to our flag." Principal Anna Brett of



Hudson River Kiwanians.

the Chambers School said "It was a wonderful assembly program for the students. John Voerg, principal of the Crosby School, thanked the Ulster Kiwanis Club for doing the assembly and for sponsoring a K-Club in his school.

# Hudson Valley K Family Weekend A Success



**Circle K Assistant Administrator DPLG Rich Hall looks on like a proud papa as Circle Ker's make their presentation to K Family Kiwanians.**



**Key Club Governor Karen DeMaria, right, holds official board meeting for Key Clubbers.**



**Immediate Past Governor Joe Corace and International Circle K Trustee Kristen Reed help organize weekend events.**



**Immediate Past Governor Joe Corace and Circle K Governor Mike Ott.**



**Circle K Administrator John Keegan addresses attendees at K Family luncheon.**



**Long Island North Lt. Governor Larry Beneditti and Key Club Governor Karen DeMaria, of Floral Park, Long Island, help Key Clubbers and their counterparts in Kiwanis to get to know each other and the share experiences at the K Family Weekend at the Hudson Valley Resort and Spa.**

## A poem by Dave Krause

*Submitted by Peg Bobzin, President Penfield-Perinton Club*

### It only takes a few

A group of ten cared about kids,  
And had an idea that was very fine.  
But one was asked to donate money,  
And now there are only nine.

Nine caring people,  
Thought helping kids would "be great!"  
But one was asked to commit some  
spare time,  
And now there are only eight.

Eight thought that a new youth center,  
Would be a special gift from heaven.  
But one was asked to join a committee,  
And now there are only seven.

Seven concerned about juvenile crime,  
Wished it was something that  
they could fix,  
But one was asked to spend time  
with a teen,  
And now there are only six.

Six were thankful for the gifts,  
They had acquired in their lives.  
But when asked about planned giving,  
The six soon became five.

Five were frustrated,  
Wishing for just a few more.  
But one became tired of people leaving,  
And suddenly there are four.

Four people asking themselves,  
Will the next one be me?  
One asked the question too many times,  
Now they are down to three.

With only three remaining,  
And so much to do,  
One decided to just give up on kids,  
And now there are only two.

But the two remaining are leaders,  
And to help kids they will find some more.  
They each call up their own best friend,  
And suddenly there are four!

Four friends who share a common  
Thought.  
Helping kids is great!  
They each recruit their own personal  
banker,  
And now their team is eight.

Soon these eight recruit eight more,  
And I think you will begin to see,  
that the number of people helping kids,  
Can start with You and me.

Now you can be like the eight who left,  
Or be like the final two.  
But when you make your decision,

Just remember . . .  
It only takes a few



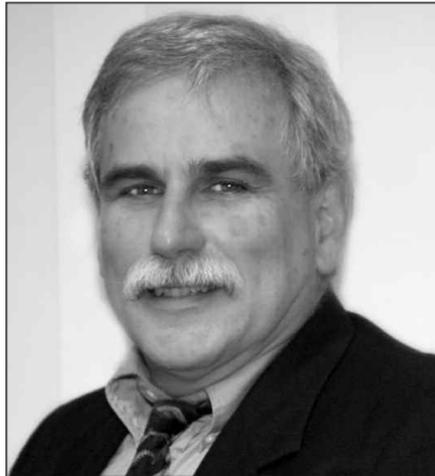
# 2007-2008 New York



LG Linda J Gonyo-Horne  
Adirondack



LG Palma Volino  
Bronx Westchester South



LG Leonard D'Ambrosia  
Brooklyn



LG Martin W Herzog  
Capital



LG Frederick E Jaynes  
Central



LG Rachelle D Sherman  
Chemung



LG John Hanratty  
Finger Lakes



LG Patrick R. Weissend  
Genesee



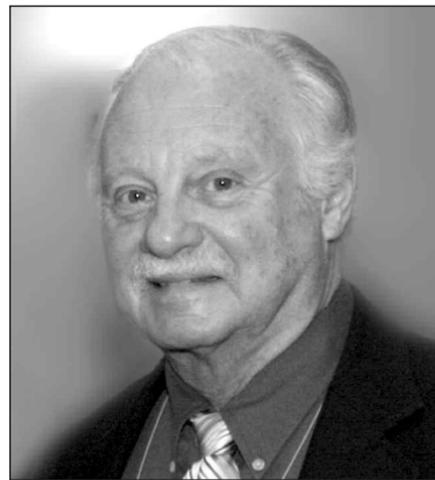
LG Matthew C Hall  
Hudson River



LG Charles W Krogslund  
Hudson River West



LG Edward T. Sexton  
Hudson Tri-County



LG Lawrence M Benedetti  
Long Island North



LG Mary J Burns  
Long Island South Central



LG Patrick Buckland  
Long Island Southwest



LG Glen Mancuso  
Metropolitan



LG Nancy Durbak  
Mohawk

# Lieutenant Governors

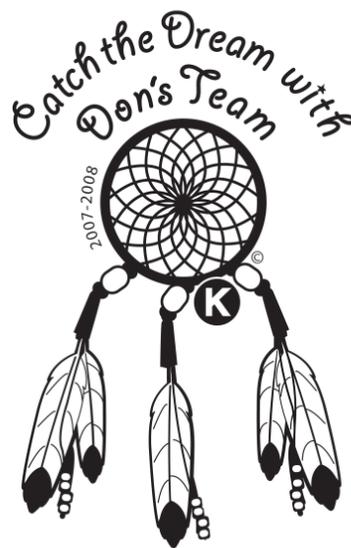


## J. DONALD HERRING

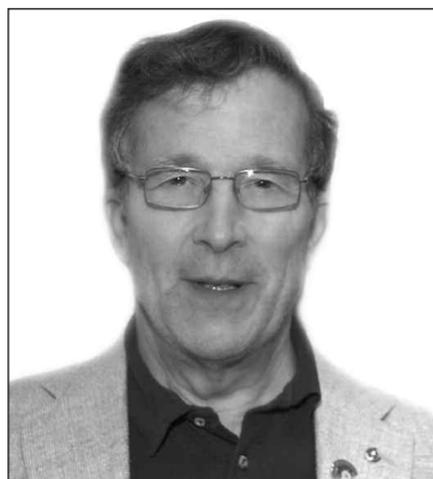
NEW YORK DISTRICT GOVERNOR 2007-2008 KIWANIS INTERNATIONAL and

## MARLENE HERRING

FIRST LADY



LG Colin "Smitty" Smith  
Niagara Frontier North



LG John T Moffitt  
Niagara Frontier South



LG Melanie Ziel  
Ontario



LG Elnore S Swindell  
Queens East



LG Angelo A Maltaghalti  
Queens West



LG Daniel E Fritz  
St. Lawrence



LG Phyllis A Belin  
Southwestern



LG Joseph P Weiss  
Suffolk East



LG Shawn B Fives  
Suffolk West



LG Sandra J Berwald  
Susquehanna



LG Gale E Leva  
Van Rensselaer

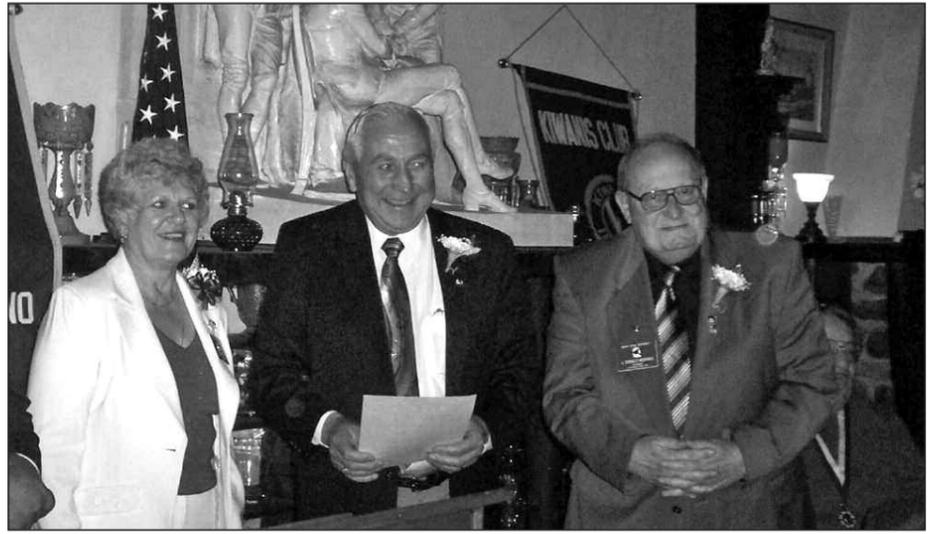
# York-Leicester Celebrates 40 Years of Service to Children

The Kiwanis Club of **YORK-LEICESTER**, Genesee Division – celebrated their 40th



**William Guthrie, York Leicester's 24th George Hixson Fellowship Award recipient.**

anniversary on June 9, 2007 with a celebration party at Hillcrest in Pavilion. Among the guests were, NY State District Governor- J. Donald Herring and his wife Marlene, Past Lt. Governor Ann Holvevinski and her husband Robert, and Past International President Gerald Christiano. Certificates of Honor were presented for 25 years of service to Edward Deuel and Richard Moose, for 30 years of service to Louis Scura and Charles (Dutch) VanRy, for 35 years of service to William Roffe, William Kane and James Matthews, and for 40 years of service and chartering member Gerald Christiano. Also the club presented its 24th George F. Hixson Fellows award to William Guthrie. This award represented the clubs involvement in Kiwanis International sustainability of universal salt iodization (IDD) program which has help children throughout the world.



**PLG Ann Holvevinski, International President Gerald P. "Jerry" Christiano and Governor Don Herring celebrate the occasion.**

## Herring

*Continued from Page 3*

situation for any community. I'm sure you all understand that if we as Kiwanians believe in what we do, then we must do all that we can to insure that these great service activities continue into the future.

So, how do we stop the pattern of lost membership and turn it around so that we show growth? I propose to you a relatively easy plan. If every Kiwanis President would accept the goal for his/her club that you will end your year with at least a plus one (+1) in membership we will grow by nearly 300 members. As I said at the start of this discussion, this will not happen unless you make it happen. That means that time must be spent during your meetings on the question of membership and planning how this increase will come about. This must be done starting with your next meeting. If it is left until too late in the year it may not happen. Lieutenant Governor Joe Weiss of the Suffolk East Division has devised an excellent plan that Presidents can use to insure that this issue is discussed. He calls this plan the M.I.F. program. He suggests that in all Kiwanis meetings time should be spent on M.- Membership, I.- Information, and F.- Fun. If your meetings are Informative, include membership planning, and the members have fun then they will enjoy the Kiwanis experience. This of course, will allow for greater retention of current members and an increase in new members. You should talk to LT. Gov. Joe Weiss for more information on M.I.F.. However gaining 300 members is not enough to do our part to achieve the goal of one million (1,000,000) members by the one hundredth birthday of Kiwanis in 2015. We must do more. I have asked the T.A.G. Team Chair Ann Sewert to undertake the addition of twelve (12) new Kiwanis Clubs in the District. By the time that you read this two will have already been formed; one in Albany in the Capital Division thanks to Mike Malark, and one in the Niagara North Division at Wheatland. Thanks for this club go out to Tom Beachy and Colin Smith. We have ten (10) more to go. This will be the task of the T.A.G. Team. I am sure that Ann will be working hard to introduce these new clubs to us. We are also offering several contests for new member sponsors. These contests are explained in another part of this issue of the E.S.K. All in all we must do a better job in the area of growth. This plan, that I speak of here, when achieved, will produce the addition of six hundred new members, and we will not have lost the 400-500 members that we have been losing for an overall gain of at least one thousand (1,000) members. We can do it!!! It must

be the commitment of every Kiwanian to bring in a new member this year Join the "Dream Team" honor roll by sponsoring a new member now.

### More Service with More Members

The second goal (dream) for this year is more service being undertaken at the club level. This of course ties in with growth. The more Kiwanians there are to provide service the more service will be performed. New Kiwanians will also bring a wealth of new ideas and ways that service may get to those children that are in need. As many of you know I am personally committed to spreading our New York service to children all around the world. I therefore urge each Kiwanis Club to donate five dollars (5.00) per member to the Kiwanis International Foundation. This is a small donation from each club, but it will make a major impact on needy children around the world. WE make a great impact on the children of our communities, let's expand our horizons and make a great impact on the children of the world.

### Embracing Diversity

The third and last goal (dream) for this year is to embrace diversity in all of our Kiwanis activities. Diversity is a very broad term. It suggests that we do things in a different fashion than we have done them in the past. Our embracing of diversity can take many forms; we can be more diverse in our membership recruitment, we can exercise diversity in our service activities, and in our normal club meetings. I have asked the District Diversity Committee under the direction of Janet Banks and Carl Johnson to identify ways that diversity can be exhibited in our normal Kiwanis activities. I have also asked them to take the leadership in building a new Kiwanis Club that will showcase the essence of what diversity means in our Kiwanis Lives. The Governor's Project will also be an exercise in diversity. In as much as diversity means different things to different people the same is true of Kiwanis clubs. I am asking any Club who undertakes and completes a self-defined diversity project will earn a Governor's project banner patch. I would like to see every club in the district proudly display the Governor's diversity award.

### Walk for a Child's Dream

I want to thank all of you who took part, or will be taking part, in the Walk for a Child's Dream. As most of you know International President Dave Curry and First Lady Eva were in the New York District to take part in a 10K walk at Kamp Kiwanis. This walk took

*Continued on Page 11*

## Elmira Kiwanis Ends Year With Gift to Food Bank of the Southern Tier.

The Kiwanis Club of **ELMIRA**, Chemung Division – Mike Wayne presented a \$2,000 check to Diana Rumsey, Director of Major Gifts of the Food Bank of the Southern Tier, as part of the year end ceremonies of his two year term as President of the Elmira Kiwanis.

According to Wayne, "Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. There is no more important responsibility that we have as individuals and as a Kiwanis Club than to help those in need, and by supporting the Food Bank we are assisting those who are struggling to meet the most basic of needs - feeding those who are hungry or those who need help in providing adequate nutrition for

themselves and their family."

The Kiwanis Club's gift was designated as \$1,000 to the Food Bank's "Back Pack" program and \$1,000 to the Kids Cafe at the Woodlawn Youth Center and the Southside Community Center.

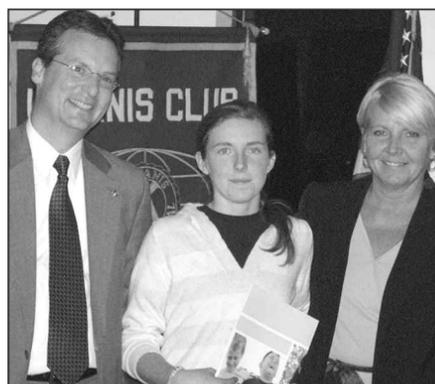
"If we truly want to make a difference in a students' life then we should do all we can to make sure that they have access to healthy and well balanced meals. While many students are well nourished while in school, our support of the Back Pack and Kids Cafe programs will help extend this assistance after school and through the weekend," Wayne said. The Elmira Kiwanis Club, which was founded in 1919, is the third largest Kiwanis Club in New York State.



**Elmira President Mike Wayne, right, presents a check for \$2000 to Diana Rumsey from the Food Bank of the Southern Tier.**

## Troy Kiwanis Welcomes Members

The Kiwanis Club of **TROY**, Van Rensselaer Division – Lauren Rankey was inducted into the Troy Kiwanis. Ms. Rankey was sponsored by her mother, Cheryl Rankey.



**Pictured above from left to right are: Karl Cote, Lauren Rankey and Cheryl Rankey.**

Timothy Maki of Averill Park was also inducted into the Troy Kiwanis. Mr. Maki was sponsored by James Prout. Mr. Maki is the assistant director of facilities at the Sage Colleges.



**Pictured from left to right are: James Prout, Timothy Maki and Karl Cote.**

# Olsen Takes the Reins As Franklin Square President

The Kiwanis Club of **FRANKLIN SQUARE**, Long Island South Central Division – held their 8th Annual Installation of Officers & Board of Directors at the Plattdeutsche Park Restaurant. This is the first time in Franklin Square Kiwanis history, they have installed a

Female President! Julie Davis-Olson was a Charter member of the club in 2000 and served as club Secretary 3 consecutive years, Vice President, & President Elect before taking the office of President for the 2007-2008 year.



Long Island South Central Division, Lt. Governor Mary Burns installs Julie Davis-Olson as President.



Outgoing President Mark Oxios was presented a Town of Hempstead Citation of Outstanding Community Service by Ali Mirza on behalf of Tom Suozzi.



Above: Members of the Board of Directors present to be installed were Frank Biondo, Gloria Cerrone, Mike Fusco, Lt. Gov. Mary Burns, Marion Wildenaur, Tony Genova & Phil Munda.



Nancy Layton-Ziems being installed as Vice President.



Ken Christensen being installed as Secretary & Treasurer.

## Underwood

Continued from Page 2

additional questions for the Annual Club Report.

The next time you log onto the reporting site, you should choose the Annual Club Report function, follow the prompts and submit your amended report.

If your club did not report on-line, then you can go to [www.kiwanisone.org/annual-clubreport](http://www.kiwanisone.org/annual-clubreport) and follow the prompts to register and then complete your club's Annual Report.

If you choose to submit your Annual Report manually, you will need to download the report, fill it out, and send it to Indianapolis immediately. The importance of this cannot be overstated as it is through these Annual Reports that the District Awards are made for Community Service, Human and Spiritual Aims, Governmental Affairs, etc. Please do not send any reports to the District Office!

### Getting on line Now for 2007 – 2008

It is important that all of your reports are submitted On-Line at [www.kiwanisone.org/login](http://www.kiwanisone.org/login). No written reports will be accepted at the District Office. There will be a new On-Line reporting form available after November 1st, 2007. That new form will include all of the questions that the Kiwanis International Board and staff need for next year PLUS there will report options that will allow the system to more accurately track your club's progress towards the 2007 – 2008 Achievement Criteria (Distinguished Club). There will still be adjustments next year, but those should be minimal.

### Web-based Training for On-Line reporting

Scott Smith will be giving three online webinars on the 07-08 monthly report. The sessions can accommodate 1,000 people each. If we need to have more due to a high demand then he will schedule an additional session or two. Please follow the link below to sign up for one of the sessions. All times listed are Eastern.

[http://community.kiwanisone.org/blogs/kiwanisone\\_club\\_management\\_training\\_session\\_s/archive/2007/10/15/kiwanisone-online-monthly-reporting-webinars.aspx](http://community.kiwanisone.org/blogs/kiwanisone_club_management_training_session_s/archive/2007/10/15/kiwanisone-online-monthly-reporting-webinars.aspx)

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## Remembrances of Richard Cecere

By SDPLtG Maureen Allen

The Kiwanis Club of **JACKSON HEIGHTS** lost our friend and member Richard Cecere on June 29, 2007 after a brief battle with leukemia. Our club had been lucky up to now, we had never lost a member due to death. Rich and I joined the Kiwanis Club of Jackson Heights at the same time - September, 1990, during its organizational period. Rich served as the second president of the Club and was the Club's secretary for many years, receiving Distinguished status numerous times.

Throughout the years, Rich served as chairperson of the club's Public Relations Committee and most recently he chaired the senior component of the Governor's Project. Throughout Rich's Kiwanis activities he served on the Board of Directors, not only of the Club, but the Queens West Kiwanis Foundation's Board, where he also served on many committees.

When our Club adopted benches along Northern Boulevard in Jackson Heights, Rich was there – paint brush in hand. When the Queens West Kiwanis Foundation held its annual Harvest Festivals "Chef Rich" was there, spatula in hand to help flip the hundreds of burgers needed over the two day festivities each year. He was always on hand, from start to finish during the Club's annual Street Festival, and he was usually the first to volunteer to do an Inter-Club.

When I was Lt Governor, Rich served as my Division Treasurer. His personal support was always available to me when I visited other clubs if I needed transportation or just company. There was never any question that during "my year" he would come to the International convention in New Orleans. Rich and his wife Lorraine came to the Mid Winter Conference that year, and he stayed up well past his "bedtime" to work the hospitality suite. They also accompanied us to a few District conventions and when our Foundation held its weekends away in the Poconos – they were there, costumes and all, to add to the wonderful camaraderie.

Rich had perfect attendance for seventeen years. Even during his illness, when not in the hospital, Rich and Lorraine showed up at the weekly meetings.

Richard also made time to be active in other aspects of the Community. He served



Kiwanian Richard Cecere

as Chairperson of Community Board # 3 in Queens. During his tenure on the Community Board he chaired many committees. Rich was also a member and former board member of the John F. Kennedy Democratic Club and former president of the New Visions Democratic Club. Rich also served on the boards of the Newtown Senior Center in Elmhurst and the United Community Civic Association.

An enthusiast of all kinds of music and especially Doo-Wop, Rich lived a dream when he was a deejay at a local radio station playing the "oldies" music he so loved.

During his illness, Rich was an inspiration to all. He always had a positive and upbeat attitude. During our lengthy phone conversations while he was in the hospital, he never wanted to dwell on his illness, instead he would steer the conversation to other subjects – old time TV programs and especially cooking, which we both shared a passion for, as well as travel plans, another great love of Rich and Lorraine's. Sometimes the discussions turned to politics, which often became loud and heated, but luckily for us, we were both on the same wavelength!

Rich, my friend, you are already missed – not only by me and PG Ed but by your entire Kiwanis Family at the club. Your seat next to me at our weekly meetings remains your seat.



Frank Ammendolea being installed as President Elect.

## Herring

Continued from Page 10

place on October 17th, and was repeated on October 20th for those who could not attend on Wednesday. Kamp Director Rebecca Lopez and her staff headed by Rob Thompson from Perth, Australia did a remarkable job in planning the event. In all fifty two (52) walkers were in attendance on Wednesday. They met and were photographed with President Dave and Eva prior to and after the walk. On Saturday another fifty (50) were there to take part in that phase of the walk. Special thanks go out to the Circle K Executive Board led by Governor Mike Ott. Mike Led the way for all Circle K'ers. I also congratulate the Key Clubs from Jamesville-DeWitt High School and Fonda-Fultonville High School all of whom walked on Saturday. "They made my day". Other walks are scheduled in areas around the District. The Adirondack Division had a walk at their own Camp Kiwanis outside of Plattsburgh. Many thanks to Lt. Gov. Linda Gonyo-Horne for directing that walk. Also the Susquehanna Division led by Lt. Gov. Sandra Berwald had a walk within their Division. This walk was strongly supported by The Key Club from Owego High School. Again thank you all. The result of this activity will bring monies to Kamp Kiwanis and to the Kiwanis International Children's fund. This will allow many more dreams to come true.

## Santer Receives Daily Points of Light Award



The Daily Points of Light Foundation has selected Division Avenue High School senior Rickie Santer as the Daily Point of Light for November 9, 2007.

Given each weekday, the Daily Point of Light Award honors an individual or organization that is making a positive and lasting difference in the lives of others. Originally instituted during the administration of former President George Bush, the award was reinstated on January 1, 1998 by the Points of Light Foundation, the Corporation for National Community Service and the Knights of Columbus.

Rickie Santer was selected based on his extensive record of community service especially his work during his two terms as Lt. Governor of NYD Key Club – Division 6. As Key Club Lt. Governor Santer has coordinated the efforts of over 1,500 Key Clubbers in 11 local high schools. He has organized numerous divisional community service projects including

Most recently Santer produced the Spotlight 4 Sight Talent Show which raised over \$10,000 in support of the Foundation Fighting Blindness' search for treatments and a cure for retinal disease related blindness.

On the day of Santer's award, he will be highlighted on the awards page of the Points of Light foundation Web site at [www.pointsoflight.org/awards/dpol/3592](http://www.pointsoflight.org/awards/dpol/3592). Award winners also receive a congratulatory letter from President George W. Bush.

Check out the New York District Website at [www.kiwanis-ny.org](http://www.kiwanis-ny.org)

# The North Shore Key Club Creates Awareness for UNICEF Campaign

The Kiwanis Club of **NORTH SHORE**, Long Island North Division – All dressed up and ready for action, Key Club President Kristina Chen, paraded around North Shore High School to create awareness for the annual UNICEF campaign.

Big smiles with lots of fun and making a difference . . . what a great combination!!

*Pictured right: Kristina, center stage, with fellow key clubbers, as she prepares to walk the North Shore Halls on October 31st.*

## Genesee Division Supports Empire State Games for the Challenged

The **GENESEE DIVISION** – Governor Cuomo started the games 21 years ago and they are sponsored by the New York state Parks System. There were over 900 participants from all ages. Nine Kiwanis clubs from the Genesee Division donate and serve food to all who participated.

Altogether 41 volunteers assisted Lt. Governor Patrick Weissend in making this years games another success story for Kiwanis.



*Pictured above: L-R: Genesee Division Chairman for Empire State Games at Brockport Patrick Bonacci - Greece Kiwanis club, Lena Del Monche, Helen Smith and Ann Weinstein from the Gates Greece Kiwanis club.*

## Underwood

*Continued from Page 11*

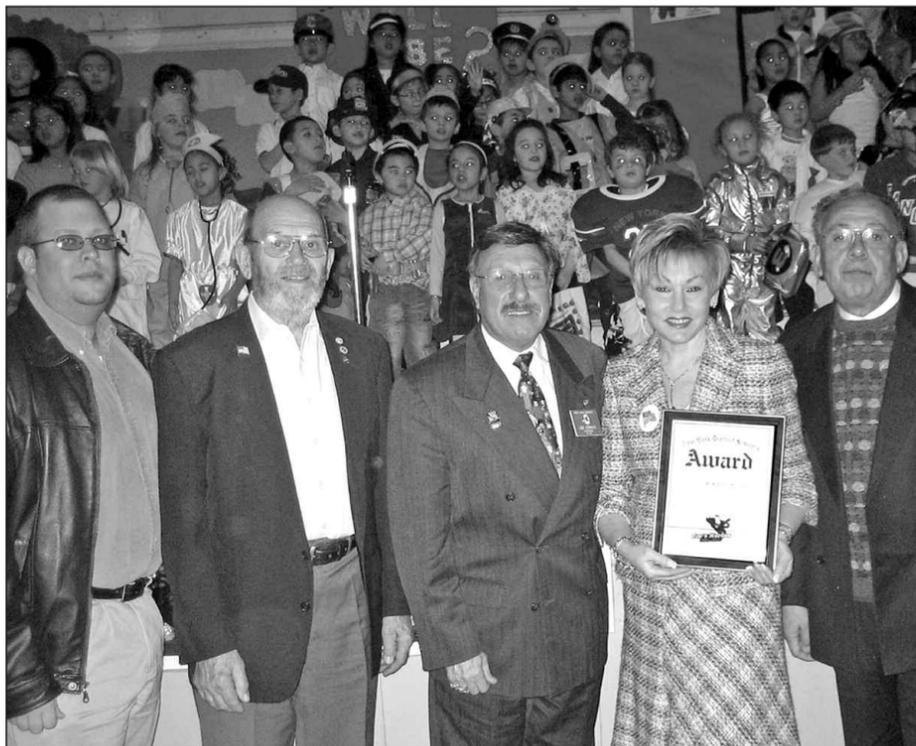
### The Kiwanis International Site has changed!

When you go to [www.kiwanis.org](http://www.kiwanis.org) you will find a brand new look. This is now the site that most people surfing the Web will see. The content is designed to explain to non-Kiwanians what we do as a group of volunteers. Lots of splash and neat stuff will be found on this page. However, to find the form downloads and reporting information you need to administer your clubs just click on "member resources" on the left menu and you will be taken to [www.kiwanisone.org](http://www.kiwanisone.org). This is the site that will give you all of the information and forms you need as Club Secretary, etc. They have also added some neat features and search functions that should help your club improve your members' experiences at meetings and projects.

If you have any questions at all, please do not hesitate to contact the District Office or me at ANY TIME! . . . Justin Underwood, NY District Secretary/Treasurer, 1-800-419-8898 or [justinau@rochester.rr.com](mailto:justinau@rochester.rr.com).



## Parkway East Kiwanians Donate Books to K-Kids



*The Kiwanis Club of Parkway East, Brooklyn Division – donated books for a Reading is Fundamental program at their club sponsored K-Kids school PS 215. Immediate Past Governor Joe Corace was on hand to help give out the books. It turns out that the Governor attended PS 215 as a Kindergarten student. An Award of Appreciation was given to Principal Gail Feuer and her staff of Advisors for their untiring efforts on behalf of children.*

## Smith Awarded Student of the Month

The Kiwanis Club of the **CENTRAL ADIRONDACKS**, Central Division – is pleased to announce that the Student of the Month for November is Ms. Logan Smith. Logan is the daughter of Ron and Susan Smith and a Senior at Town of Webb Union Free School in Old Forge.

The Kiwanis Club of the Central Adirondacks, with the cooperation of the Town of Webb School, has initiated a new recognition program for Senior Students at the school.

Each month from September to May the School Administrators will select a Student of the Month. The student selected will receive \$50.00 and with his/her parents be invited to a monthly Kiwanis dinner meeting to make a brief presentation.

As Kiwanis does not have Dinner Meetings in November and December Morgan and her parents will be invited to the Monday, January 21, Kiwanis Dinner Meeting. This Dinner Meeting will be at the North Street Restaurant (formerly Trails End), with cash bar at 6:00 PM and dinner at 6:30 PM.

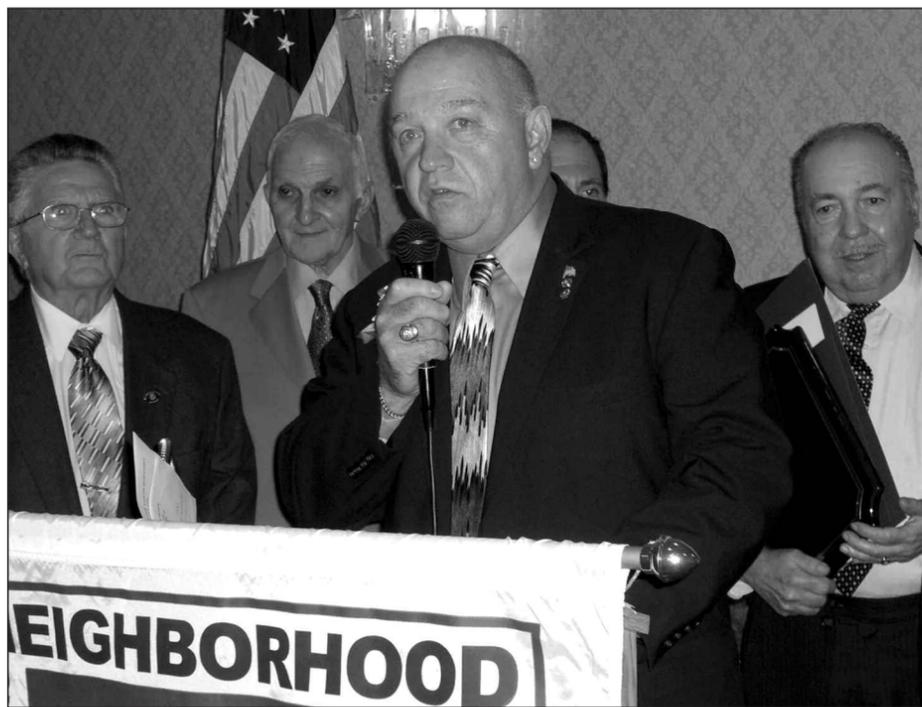
In June the Kiwanis Scholarship Committee will select a Student of the Year. The Student of the Year will receive \$500.00 and with parents be invited to the Kiwanis Annual Meeting for award presentation.

The selection criteria for the Kiwanis Student of the Month are: Community Service, Academics, Athletic Involvement, Student Need and Extra Curricular Activities.

# Neighborhood Improvement Association Honors The Kiwanis Club of West End

The Kiwanis Club of **WEST END**, Brooklyn Division – was recently honored by the (NIA) Neighborhood Improvement Association for their continued support of charities and various groups in our community. Thirty-eight members were in attendance to view their President Donald Mallozzi and Executive Board accept the award.

**Photo on right:**  
DPLG Sal Mazzaro and West End President Don Mallozzi.



**President Donald Mallozzi makes a gracious acceptance speech.**



**Treasurer Frank DeSanto, Vice President Robert Fevola, Past Lt. Governor Sal Mazzaro, President Donald Mallozzi, Executive Member John Passariello, Joe Aievoli and Secretary Frank D'Amico.**

## NY Speaking Conference - Service, Leadership and Lots of Fellowship

by CKI Governor Mike Ott

From November 2-4, 2007, 90 Circle K members from around the Mighty New York District were gathered together in Lake George for a weekend of Service, Leadership, and Fellowship at our 26th annual NY Speaking Conference: "Servin' like a Rock Star!". The weekend gave new and old members alike the chance to meet other CKI members, attend a bunch of workshops, have a discussion with the district board, hear from a representative from Albany Children's hospital, give awards, do some service, and have a great time!

Throughout the weekend we held a Penny War to raise money for our new international fundraising initiative: "6 Cents Can Save a Life". CKI has partnered with UNICEF to provide clean drinking water to the children of the world, and New York made a huge contribution this weekend. In the 2 days that we were in Lake George the 90 of us raised \$852.31, that was more than what over 600 CKI members raised over a period of 4 days at our International Convention in Portland, OR. This year we continued our new tradition of "Project Chill Out: Governor Style" and since the district raised so much money the entire District Board "chilled out"

by running into the freezing cold water of Lake George on Sunday morning.

On Saturday afternoon we had an opportunity to do a service project as a district. We made a bunch of fleece blankets, puzzles, and cards that we donated to the Kiwanis Pediatric Trauma Center in Albany. The members of the district really pulled together and made 25 blankets, 30 puzzles, and a lot of cards. We know that they really brightened the days for a bunch of children in the hospital in Albany.

We were also fortunate enough to have a number of Kiwanians with us for the weekend as well! IP Governor Joe and First Lady Nydia were there, as well as Governor-Elect Doreen and Past Lt. Governor Peter and, of course, Governor Don and First Lady Marlene. We all really appreciated their presence throughout the whole weekend; it really shows that we truly are a part of the Kiwanis Family.

This year's NY Speaking Conference was a huge success and hopefully you'll be able to join us next year or for our District Convention from March 14-16, 2008 at the Crowne Plaza in Albany. If you have any questions about Circle K don't hesitate to contact me. (NYCKIGov@gmail.com)

## Sewert

Continued from Page 6

prepare a list with names and phone numbers of each "buddy" team. "Buddies" are responsible for ensuring that their assigned teammate attends the meeting.

- Produce a Desk Calendar: Print and distribute a desk calendar for the fiscal year that reminds members and their spouses about the club's scheduled meetings. Add your events to your club web site and in every week's bulletin.

- Take a Roll Call: Ask the club secretary or attendance committee chairperson to verbally take a roll call at each meeting. The attendance chair can then call those absent, saying that they were missed while encouraging them to attend the next meeting, and to inform them of any upcoming committee or board meeting so that they could arrange a make-up.

- Create a Point System: Begin by dividing the entire club into groups with an equal amount of people in each group. The groups choose a leader who ensures that at every meeting the whole group attend. One point is given for each member in attendance at each meeting. At the end of the year the group with the most points is announced. The leader of that group gets a certificate issued by the club president and the winning group gets a prize paid for by the members of the losing groups (such as a club party or celebration).

- Plan Meetings Well:

- Improving your actual meetings are the most effective and immediate way to improve the perception of the club from a member standpoint. Check out our ten tips for Planning Effective club meetings under our Membership Development column.

- Develop a Chain of Command: Proper leadership is essential for the club's success

and contributes to every member's development. Each club should ensure that a definite chain of command exists and that problems arising at a lower level are handled at that level. This increases the leadership abilities of the members involved and will, in turn, develop them into better leaders.

- Create a Harmonious Atmosphere: Club presidents should encourage respect among members, maintain a harmonious atmosphere, allow fresh ideas to be tried, and let members present their ideas even if contrary to tradition.

- Solve Problems Promptly: If a problem arises, the club president should meet with the parties involved to discuss it and reach an amicable solution. It is important not to let problems brew.

- Encourage Communication: Club officers should hold informal coffee or dinner sessions where any member, committee, or group can come and discuss problems, make suggestions or get advice.

- Keep Activities Fresh: Encourage members to attend other clubs' meetings, thereby creating bonds of friendship and cooperation among neighboring clubs, while exchanging ideas on fund-raising projects and service activities. Periodically try something new!

- Take Action Early and Often: The best time to retain members is BEFORE they show signs of losing interest. It is much easier to keep someone happy and satisfied than it is to make him/her happy once they've become disgruntled. Make sure members know that the club leadership cares about them and their satisfaction as members.

**See the next edition of the ESK for Ten Tips for Planning Effective Meetings**



**26th Annual NY Speaking Conference, Lake George.**

# Kiwanis Business Service Directory

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charlene@burghschoenenberger.com  
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Fax 631 851-5801  
dmnck774@aol.com

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## Clubs Honor Members With Foundation Distinguished Service Awards

In an effort to recognize individuals for meritorious service, the New York District Foundation has developed the Distinguished Service Award. This high gloss color certificate will be personalized with recipients'

names and signed by our Foundation President and packaged in a leather folder with an embossed Foundation label.

The award can be presented by clubs **once a year for one club member.** The

donation for this award is \$150. It is a great means of honoring someone in a special way. Just fill out the coupon below, enclose

your check payable to the NY District Foundation. and send to Maureen Neuringer, 1535 63rd Street, Brooklyn, NY 11219.

### Empire State Kiwanian Business Service Directory

#### AD CONTRACT – ESK RATE SCHEDULE & AGREEMENT

I hereby authorize you to insert our advertisement in the Empire State Kiwanian Newspaper for 6 Consecutive Editions.

Date ..... Name .....

Signature .....

Address .....

City, State, Zip .....

Phone .....

Club ..... Division .....

Please list my advertisement under the following headline

I have attached my Business Card for Ad Copy  I have attached my \$250 check for six consecutive editions.

Make checks payable to: **New York District Kiwanis Foundation**  
Please send to: **Maureen Neuringer, District Editor, ESK**  
1535 63rd Street, Brooklyn, New York 11219 Questions: 718 259-9679 or  
email: NYKIWESK@aol.com



### New York District Foundation Distinguished Service Award

presented by

The Kiwanis Club of Everytown

to

*Recipient's Name*

IN RECOGNITION OF MERITORIOUS SERVICE AND DEDICATION TO EXCELLENCE WHILE SERVING THE CHILDREN OF THE WORLD.

\_\_\_\_\_  
New York District Foundation President

\_\_\_\_\_  
Club President

\_\_\_\_\_  
Dated

**Yes**, we want to honor a member with the Foundation Distinguished Service Award

Club's Name .....

Recipient's Name .....

Date of Presentation .....

Send award to: .....

Make \$150 check payable to: **NY District Foundation**  
and send to: Maureen Neuringer, District Editor, MizMo Grafix Inc.  
1535 63rd Street, Brooklyn NY 11219 718 259-9679

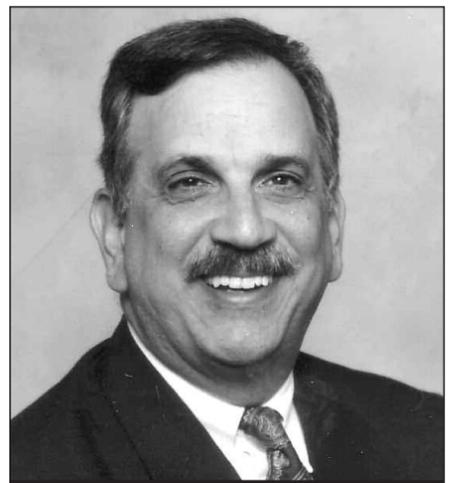
# Fonda-Fultonville Walks for a Child's Dream at Kamp Kiwanis in Rome



**First row (sitting):** FFCS Key Clubbers – Treasurer Meghan Roblee, John Sullivan, Anne Rose, President Hannah Bellinger. **Second row (standing):** FF Kiwanis Secretary Trisha Johnson, Teacher Wendy Sullivan, FF Kiwanis Treasurer Patricia Prill, FFCS Key Club Secretary Laura Page, FFCS Key Clubber Joe Maher, FF Kiwanis President Sally Ochampaugh.

## EMPIRE CLUB MEMBERS

#	Name	Date Joined
1	Joseph C. Eppolito	08/10/02
2	Virginia S. Eppolito	08/10/02
3	Robert A. Calabrese	08/23/02
4	Steven J. Eisman	08/23/02
5	Richard J. Yarczower	12/02/02
6	George Dorry, Jr.	12/31/02
7	Ivan Tarnopoll	02/11/03
8	David Rothman	03/01/03
9	Orlando Marrazzo, Jr.	03/01/03
10	Christine Marrazzo	03/01/03
11	Steven Saletto	05/03/03
12	Salvatore Anelli	05/03/03
13	Carole Anelli	05/03/03
14	Peter J. Mancuso	05/09/03
15	Karen W. Mancuso	05/09/03
16	Justin A. Underwood	06/02/03
17	Joanne Underwood	06/02/03
18	Janet Calabrese	07/18/03
19	Janice Seyfried	07/19/03
20	Danny Ditkovich	08/15/03
21	Pauline Gibney Maltaghati	08/15/03
22	Louis W. Morse	08/15/03
23	Lilly Vazquez	08/15/03
24	Carole J. Bubb	09/21/03
25	Robert Kruse	09/22/03 *
26	Virginia Kruse	09/22/03*
27	Joseph Battista	11/22/03
28	Maria Battista	11/22/03
29	Thomas Forsyth	08/20/04
30	Barbara Schor	02/26/05
	*Deceased	Rev. 02/26/05



## Empire Club

Joseph Eppolito

The Empire Club was developed by Past President Lindy Marrazzo, Parliamentarian Steve Eisman and me to mirror the Kiwanis International Heritage Society, which I was the chair of a number of years ago. The Empire Club allows Kiwanians and friends of the NY District Foundation to make a long-range gift to further help children that we serve through our District Foundation. It can be through a cash donation of at least \$5,000, life insurance and/or any other bequeath that you so desire to earmark. The information is kept confidentially in the NYD Foundation Office.

Remember, joining the Empire Club allows you to make a long-range gift to the District Foundation and be recognized at all District Conventions with a reception in your honor, a plaque, pin and a banner patch for your club's banner. NYD Foundation President Sal Anelli and I would be honored to make the presentation at our Mid-Year Conference in February or District Convention in August. (We can also arrange to have a Foundation Board member present your award at a Division Council meeting.)

Call me – 315-449-3000, ext 358, or email me: Pepster@aol.com with your questions, suggestions, concerns or any other comments that you have about the program.

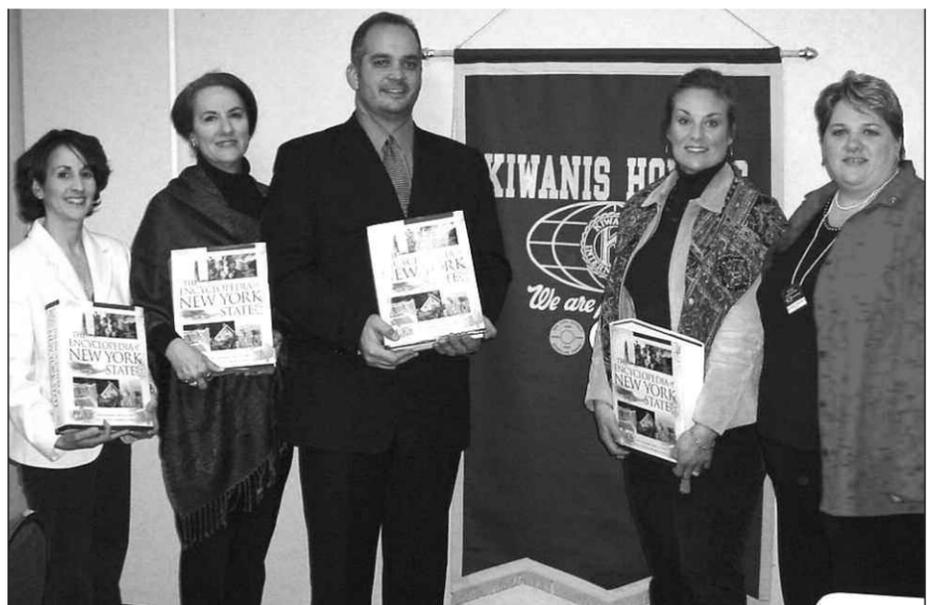
## Anelli

*Continued from Page 16*

great foundation board. In 2008, I look forward to a wonderful year of service to our foundation and the children we serve.

I sincerely hope that each and every one of you enjoyed the holiday season with your loved ones. Both Carole and I extend our best wishes for a healthy New Year filled with happiness for you and your families.

## Cortland Donates New York State Encyclopedia to Local Schools.



The Kiwanis Club of **CORTLAND**, Chemung Division – In a recent meeting at the Holiday Inn, showing their support school literacy in New York State, donated six volumes of the Encyclopedia of New York State to representatives of three local schools: Mr. Steven Woodward, Executive Principal, Cortland High School; Ms. Angela Wanish, Principal and Ms. Annette Herbert, Librarian Smith Elementary, and Ms. Lynn New, Principal Virgil Elementary. This gift reflects the club's commitment to bolstering the community's awareness of literacy and the importance of providing schools with the necessary tools

for students, teachers, and librarians.

LG Rachele Sherman said, "As soon as I was approached for this donation, I knew that it was something that we had to do. The Kiwanis mission is to change the world, one child and one community at a time. Having a child in the Cortland School District, I know that there are certain school projects that the Encyclopedia of New York State is perfect for. Our hope is for the students of the three schools to use the books and enrich their minds with the knowledge that they hold."



New York District Kiwanis Foundation Inc.

## Kamp Kiwanis®

Many Kiwanians have approached the New York District Foundation with inquiries about how to donate money to our Kamp in memory or in honor of a family member or individual. Foundation Board Member Tony Merendino has come up with the following form to make it easy for everyone to donate. You will receive an acknowledgement of your donation and the individual (or their family) will receive a card letting them know that a donation has been made in their loved-one's name.

## Memorial Fund

DONATION IN NAME OF:

LIVING:  DECEASED:

ACKNOWLEDGEMENT TO:

NAME:

ADDRESS:

CITY:  STATE:

ZIP:

DONORS:

ADDRESS:

CITY:  STATE:

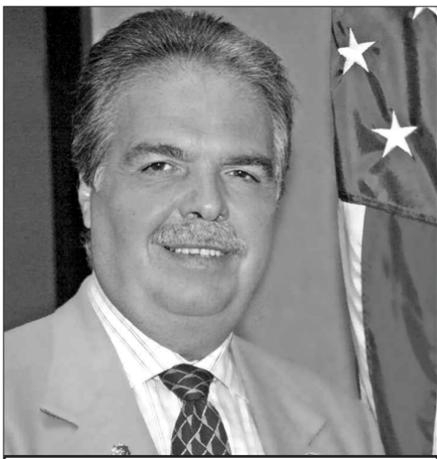
ZIP:  PHONE:

AMOUNT OF CONTRIBUTION:

### MAIL TO:

**Kamp Kiwanis Memorial Fund**  
C/O Anthony Merendino, Foundation Board Member  
126 Lefferts Road  
Woodmere, NY 11598

All contributions are tax deductible.



### Foundation President

Sal Anelli

It's the year 2008, I can't believe that 2007 came and went. As it is with every year we have a chance to look back and reflect on the positives and the negatives of the past 12 months and hopefully the ups outweigh the downs. For me, as I look back, the most glaring negative was the loss of our good friend, Past Governor and Sponsored Youth Chair, Anthony "Tony" Palangi. It's still hard to accept that at future meetings, Tony will not be with us. I'm not sure that anything that we accomplish will ever outweigh the loss of Tony. I am sure that he would be the first to say, "Go forward and have a positive upcoming year." So let's go forward and do what we do for the children of our district and make Tony proud.

Let me give you some of the positives that have occurred to date; first, I had a hard task to perform – finding someone who can take the sponsored youth chairmanship vacated by the loss of Tony Palangi. I really wanted someone who had the same fervor for our sponsored youth. I wanted someone who was a worker and qualified to take the job. Well, I found that person, or rather that person found me. It gives me great pleasure to announce that Mickey Leamey will be the Sponsored Youth Chairwoman. As you all know, Mickey is a tremendously hard worker and has been involved with our youth for as long as I remember. Thank you Mickey for volunteering and welcome aboard.

I welcome Garrett Lacara as an appointee to our board; Garrett will be in charge of procuring grants from various government and other agencies. He is a dynamic individual and wants to help our cause, thank you Garrett and welcome.

Another new appointee to our board is the sitting Lt. Governor from the Suffolk East Division, Joe Weiss. Joe will be chair for special events and the first project is already in the works. Joe is hosting a Super Bowl Party at his home and the proceeds are earmarked for Kamp Kiwanis. If you want to find out more on how you can support this fundraiser, email Joe at joeweiss@optonline.net. Thank you Joe for all you have done and welcome aboard.

I want to welcome all of the other newly appointed board chairs, New York District board representative, Charles Kroglund; Kamp Kiwanis representative, Roger Sirangelo and Dr. Alan Alterman; Fundraising Chairs, Marty Neuringer and William Jackson; and Joe Eppolito as the returning Empire Club Chair.

The above new appointees along with the rest of our board make for a great positive for the upcoming year.

I want to take this opportunity to thank all of the Kiwanians that responded to the electronic holiday card with donations to the Kamp, thank you so much.

My personal most positive experience for 2007, was being elected president of this

# Kiwanis Walkers Raise \$\$\$ In "Walk For A Child's Dream"

The Kiwanis Club of **SOLVAY-GEDDES-CAMILLUS**, Ontario Division – sent seven walkers to join with some 50 other Kiwanians from the New York District joined International President Dave Curry to raise some \$10,000 in pledges from a 10-K Walk held in the Kamp Kiwanis in Rome, NY.

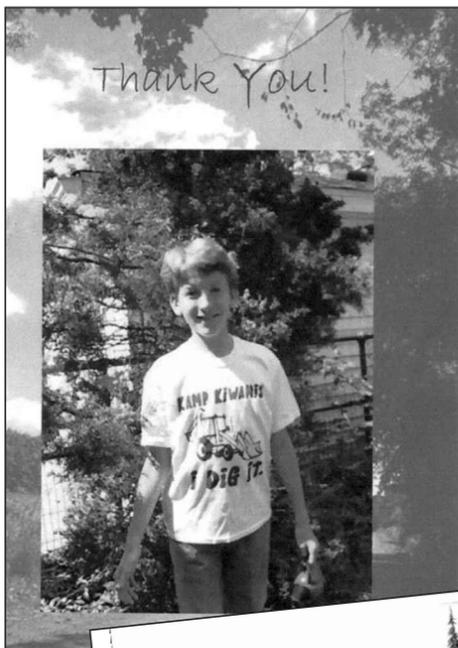
New York District Governor Don Herring organized the walk on October 17, as well as a second one on October 20 with area walkers from Key Clubs, Circle K clubs, and other Kiwanians from central and northern New York.

Together the two walks produced some \$20,000 in pledged donations. Half of the money goes to Kamp Kiwanis for its facilities and camperships for needy kids. The other \$10,000 goes to the Kiwanis Foundation for various youth programs throughout the state and the world. Several other clubs and divisions in the state are conducting walks and other fund-raisers to boost the dual-benefit programs.



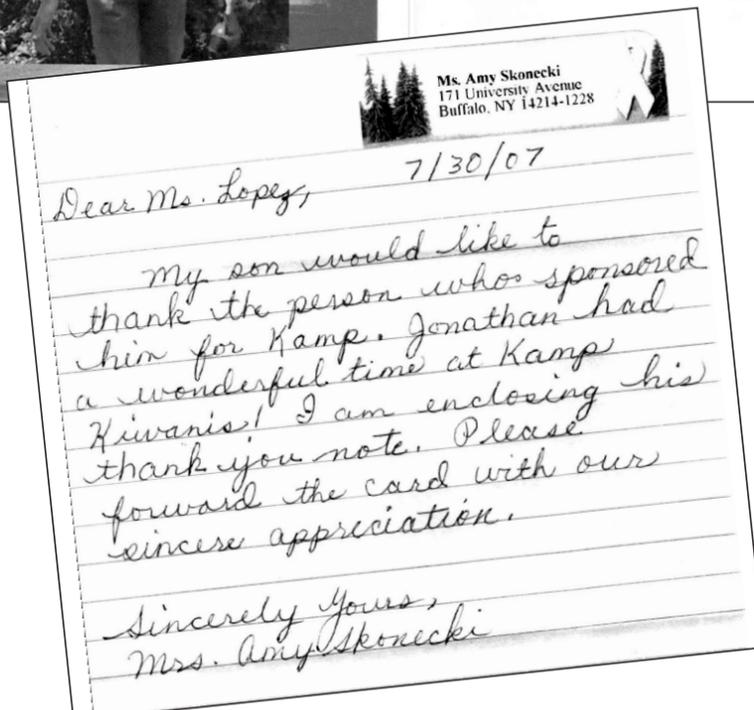
*Photo above right: Kiwanis walkers who raised money in a "Walk For A Child's Dream" included from left, top row – Ellie Grella, Marlene Gosson, District Governor Don Herring, International President Dave Curry, First Lady Marlene Herring, JoAnne Underwood, Lisa Scali, and Mickie Leamey; front row – Kathy Ammann, Diane Howser, Rita Briggman, and Mary Burns.*

## Parents and Campers Thank Kiwanians for Sponsorship



Thank you very much for the camp sponsorship! I had a wonderful time at camp and I really appreciate it.

Sincerely,  
Jonathan Skonecki  
Buffalo, NY



*Kamp Director Rebecca Lopez receives many letter of thanks from campers and parents who enjoyed a wonderful camp experience.*

## Disaster Relief

by Mike Malark

With so many disasters in the past few years, we have made a decision to be proactive. Instead of collecting and sending things 3 weeks after the disaster, our goal is to be able to send immediate help no matter where it is in the U.S. Please bring the following items to the Mid-Winter and District Conventions, so we can start our disaster relief collection.

### CLEANING ITEMS

Paper towels – rolled, Toilet paper, Kleenex – boxed and individual packages, Cleaning Products (409, Fantastic, etc.), Clorox, Tide Laundry Detergent, Dawn liquid dish soap, and Sponges.

### FOR PERSONAL HYGIENE KITS

(full sizes items please)

Shampoo, Body Lotion, Soap, Shaving cream, Toothbrushes, Bath Towels, Razors – men and women, Wash Clothes, Deodorant – men and women, Toothpaste, Johnson & Johnson Baby Powder, Women's personal hygiene items (kotex, tampons, etc).

### FOOD ITEMS

Canned Fruit and Vegetables, Canned Fruit Juice, Canned Soup, Canned Beans, Canned Spaghetti Sauce, Canned Meats such as Tuna, Spam, Chicken, Corned Beef.

### ALSO NEEDED:

Pasta: Spaghetti, macaroni, rigatoni, etc., Macaroni and Cheese, Hot Cereal, Peanut Butter and Jelly. We will be sorting and packing items as an on site service project.

Thank you in advance for