

**Formula  
Chair**

**DPG Joseph  
Aiello**



The holidays are now behind us, it's now 2016. The New York District made a big difference in the community during the holiday season.

Now it's time to go back to work. Gov. Forbes Irvine's goal is to take care of our own. Well, what a better way is to bring a friend to join the Kiwanis family.

For the last three years we have not had a positive gain in our district. Now is the time for lieutenant governors and

presidents to motivate, build membership, and clubs.

We all need to do our share. If each member brought in just one new member we would be 14,000 strong. That would be amazing. The way to make this happen is to have open houses, market your club on Facebook, social media, and all other marketing tools.

The Formula Team has put together an incentive program. Review it pass it along to all your clubs and you membership chair. I have witnessed all the amazing projects and events that we do.

Use it as a marketing tool. The Formula Team will make the time to visit your divisions. You just have to ask. We are here for you.

I would like to congratulate Joe Eppolito for his appointment as vice chair

of the Formula. Let's show our support and grow.

Here is the incentives which are available:

1. Bring a New Member (not a dual member) — Member and sponsor will receive a Formula t-shirt.

2. Bring 2 New Members (not a dual member) - Member and sponsor will receive a t-shirt, K-Key.

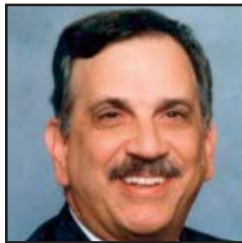
3. Bring 3 New Members (not a dual member) – Member and sponsor will receive a golf-shirt Formula personalized and a K-Key.

4. Bring 4 New Members (not a dual member) - Member and Sponsor will receive a throw-back personalized K-Key.

5. Bring 5 or More New Members (not a dual member) Member and sponsor will receive a Jacket and personalized K-Key.

**New Club  
Opening**

**DPG Joseph  
Eppolito**



As part of the Formula team, I am the chair for New Club Opening for the District.

District Formula Chair Past Distinguished Gov. Joe Aiello and I have divided the District into nine zones, with a Zone New Club Opening Chair and Division New Club Opening Chairs for all divisions except St Lawrence Division.

These Kiwanians have been trained by Kiwanis international and are committed to work in their divisions to build new clubs along with their respective lieutenant governors. Lt. Gov. Julie

Watterson from Suffolk East Division serves as our membership chair. Together with Gov. Forbes Irvine, Gov. Elect Steve Sirgiovanni and Immediate Past Gov. Eric Paul, we are totally committed to grow our great New York District. Join us in this mission! If we all work together, we can make it happen!

Each division has two new club counselors who have been trained to work with newly formed clubs for a time period to ensure their success in operating. The new club counselors are also available to clubs that are struggling as well. Do not hesitate to contact them.

We need to grow. The Formula is a five-year program (in its third year) to grow Kiwanis significantly to meet the challenges ahead of us for service and

fellowship.

A few club sites are under way. We hope to have three to four new clubs by March 31st. If you have a site, contact your division new club opener. He/she will form a team to pursue the opportunity ! The entire Formula Team can be found on the district web site, or ask your lieutenant governor.

Let me repeat, if you have a potential site, please contact your division new club opener, lieutenant governor and me.

If we do not grow Kiwanis now, we will have a dim future for our great organization. Let's grow together!

Feel free to contact me at (315) 449-3000 x358 or by email: pepster@aol.com.

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**Clubs Should Check Eliminate Totals**

The District Eliminate Project Coordinator, Sister Anne-Marie Kirmse, has learned that there may be some discrepancies in the listing of donations to the project by New York clubs. In particular, some of the clubs have not received credit for the matching funds with their Mothers' Day Matching Zellers.

She's asking clubs to look at the Giving Report from Kiwanis International and check their totals. If they find a discrepancy, contact Ashley Meruani at ameruani@kiwanis.org and copy her (kirmse@fordham.edu) on the message. Ashley can also be reached at (317) 217-6215.

A copy of the latest Giving Report is available on the district web site.

The report says that New York is at 100 percent of its goal, but that reflects the district's pledge made at the District Convention last August to complete its goal. The district has to raise \$400,000 more over the next five years to complete our pledge.

**2015-16 Events**

**Feb. 19-21, 2016:**

Mid-Year Conference, Villa Roma, Callicoon

**June 25-28, 2016:**

Kiwanis International Convention, Toronto

**Aug. 17-20, 2016:**

District Convention, Adams Mark Hotel, Buffalo