



Public Relations

Janice Seyfried

SUPERCEDES CELEBRATE! COMMUNICATE!

With the celebration of Kiwanis International's turning 90 this January, our public relations will have an opportunity to spread, or should we say "market," the word about our organization – who we are and what we do and who we serve.

Governor Glen has asked that all clubs in the New York District celebrate the 90th birthday during January by having a birthday party, inviting community members, representatives from the media, and politicians to attend. What a good way to market Kiwanis. Press releases, public service announcements (PSA's), broadcast interviews, etc., can be utilized to spread the word. Anniversary service projects are another way to alert the community to Kiwanis.

This is a prime time to begin a media relations program in the month of January which can be followed throughout the celebratory year with additional news releases about projects and the installation of new officers.

Remember that celebrating being a Kiwanian can occur 365 days a year, not just on one day. Also, always wear your "K".



BANNERS! BANNERS!**

Does your club have a banner – one that is weatherproof and emphatic?! Would your club be able to share a banner with another club or with the other clubs in its division? A blatant banner with blue KIWANIS on a white background looks striking wherever it is hung. It is particularly attention getting in the background of a photograph instead of the felt banners that we all have.

Check out the public relations display at the Mid-Winter Conference. We will have information available for you to purchase such a banner.

PUBLIC RELATIONS AWARD

Don't forget to keep your newsletters, press releases, photos, clippings, etc. for the public relations award so that application can be made for the banner patch. Send, by September 30, 2005, to Public Relations Award, N.Y. District Kiwanis, 2104 Willow Street, Wantagh, NY 11793, Tel 516-826-6344 Fax: 516-221-3152 Email: <KIWANIS-PR@AOL.COM>

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Peninsula Hewlett Presents Prestigious Member Awards



Kiwanis Club of **PENINSULA HEWLETT**, Long Island Southwest Division – At the recent Peninsula Annual Awards Night, Kiwanians received many prestigious awards. The Hixson Fellowship Awards were presented to Ralph Desena and Alan Winnick.

The Peninsula Club also presented the Pediatric Trauma Fellowship Award to member Tom Delgiorno. The Kaiser Fellowship Award recipient was Frank Basile and the "Mr. Peninsula Kiwanis Awards" went to James Olivero "Ye Editor Award" and IPLG John DeLeo. Before a Peninsula Kiwanis

member can receive any award it must be voted on by the Club's Awards Committee.

Photo above (front row seated) PP Don Geraputa, PLG and President Sal Accomando, PLG and PP Dominick Sciarotta, PLG and PP John DeLeo.

Second row: Pres. Elect Ralph Desena, First Vice-president Tom Delgiorno, PP Chris McGrath, PP Larry Romanelli, PP Jim Olivero, PP Don Esopa, PP Dominick Curra, PP Frank DeNapoli, PP Frank Basile (twice) and PP Sal Brancaccio (twice). Not pictured, Mark Maguire.

East Yonkers Luncheon Held To Celebrate 38 Birthdays "90 Plus"



The Kiwanis Club of **East Yonkers**, Bronx Westchester South Division – For the eighth consecutive year, East Yonkers Kiwanians rounded up 38 men and women celebrating their "90 plus" birthdays at a luncheon held in their honor. Among those "chauffeured" to the luncheon to receive accolades, gifts, and birthday wishes were Edmund Devaney. Mr. Devaney was celebrating his birthday 94 years ago and eagerly offered PG Tom his

(left to right) Edmund Devaney is being congratulated by PG Tom DeJulio on the occasion of his 94th birthday.

earliest recollections as a police detective in the Washington Heights section of the Bronx. He also proudly boasted how he trained and supervised the present Security Director of Fordham University. Tom now feels a lot safer at his place of employment, having met Mr. Devaney at this special Kiwanis event.

Dick Doane Recognized at Massapequa Club's 56th Annual Installation Night

The Kiwanis Club of **MASSAPEQUA**, Long Island South Central – recently hosted their 56th Annual Installation of officers and board of directors, welcomed in the new team, and highlighted the many accomplishments of the past year. Special awards were also given, including a Special Recognition Award to Dick Doane of Sunrise Credit Services in Farmingdale. Dr. Doane has gone above and beyond in his sponsorship of many Massapequa Kiwanis events, such as Major Sponsor of the Annual Golf Outing.

Photo right l-r) Dick Doane and Massapequa Incoming Pres. John Kilgus.



Pediatric Lyme Disease

John Gridley

Governor Glenn had asked me to co-chair along with Joe Wuest the district committee on Pediatric Lyme Disease. It is both my honor and privilege to serve Governor Glen and our great New York District. Pediatric Lyme Disease is an ongoing program that was started when I was Governor. It was brought to my attention by Joe Wuest. It was set up to help pay for treatment of this disease as most insurance companies DO NOT pay for its treatment, and I might add is very expensive. Its if funded through donations from clubs or individuals to the Pediatric Lyme Disease fund. We have paid for about \$50,000 of treatment to date to doctors and/or hospitals for kids with Lyme Disease.

Lyme disease is caused by bacteria, usually transmitted by the deer tick. It is a scary possibility to New York State residents who enjoy spending time outside during the summer months. Lyme disease may affect the brain in many ways, the most common of which is a disturbance in thinking (cognition). Other symptoms that occur frequently include headache, mood swings, irritability, depression, and marked fatigue.

The spirochete which causes Lyme disease (*Borrelia burgdorferi*) can invade the central nervous system within days to a week of initial skin infection, as a result of dissemination through the blood stream. The majority of people who are treated early with antibiotics do well and incur no long term problems. People who are not treated until later in the illness may have a more complicated course.

A few points should be emphasized regarding late neuropsychiatric Lyme disease. First, although arthritis is helpful in the diagnosis of Lyme disease, the majority of patients with cognitive troubles due to Lyme disease (Lyme encephalopathy) do not have joint problems at the time their cognitive symptoms become manifest. This is not widely recognized among physicians, although it is well documented in the medical literature. Second, the bedside neurologic exam does not usually disclose neurologic findings and standard office based cognitive screening test may not detect cognitive impairment. To detect thinking problems, the more sensitive tool of comprehensive neuropsychological testing conducted by a neuropsychologist is needed. Third, lumbar puncture while important in the differential diagnosis should not be used to exclude neurologic Lyme disease, as roughly 20-40% of patients with confirmed neurologic Lyme disease may test negative on routine CSF assays.

In the next ESK I will talk about the typical time course for the manifestation of Lyme symptoms. In the mean time, remember to educate your clubs and community, have fundraisers, and make a donation to the Pediatric Lyme Disease Fund so we can get children the treatment they need.

EMPIRE STATE KIWANIAN

JANUARY/FEBRUARY 2005

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