



Public Relations

Janet Seyfried

KIWANIS "PR IN A BOX" AND THE NEW PUBLIC RELATIONS AWARD FOR 2006-07

"Getting the Word Out" is still a focal point of our campaign for one million members by 2015. How can we bring "Kiwanis" and what we are all about to potential members? Kiwanis has together with Edelman developed a new tool that we can use to become more aware of the avenues available to us to "get the word" out. At Tri-K Weekend the Lt. Governors in attendance each received a packet which included the PowerPoint presentation "PR in a Box" that can be used at divisionals or club meetings to help each club become more aware of utilizing the various media to promote Kiwanis activities. Plan to attend the Public Relations Forum at the Mid-Winter Conference where a demonstration of this valuable tool will be given.

The "One Can Make a Difference" Kiwanis Branding Campaign can be utilized to reach new members and raise the awareness of Kiwanis in the community. Let us also remember to always broadcast the Kiwanis "brand" by wearing pins, shirts, caps, or using banners and the media to broadcast our good works.

Our public relations award last year was again met with a good showing of applicants. The awards and banner patches for 2005-2006 will be given at the Mid-Winter Conference. Governor Joe Corace has approved continuing this valuable award this year. Most clubs are already using many of the various media included in the criteria. The clubs will be recognized with a Public Relations Banner Patch when they promote their activities, club meetings, members, and other items of interest during the year using a variety of public relations venues. Two required elements have been added: one club newsletter/bulletin issue and one article published in the local newspaper are required items plus an additional nine (9) times during the Kiwanis administrative year, in any combination of two or more of the following categories: • Electronic Media • Print Media • Outdoor Signage • Public/Business Event Presence • New Media • Internal Publicity.

Please send your packet of newsletters, press releases, photos, clippings, etc, by September 30, 2007, to: Public Relations Award, N. Y. District Kiwanis, 2104 Willow Street, Wantagh, NY 11793. Tel: 516-826-6344 E-mail: KIWANISPR@aol.com TAG/Public Relations Ambassador Janice Seyfried - Email JanSeyfried@verizon.net

Check out the New York District Website at www.kiwanis-ny.org

February 23 - 25th

New York District Kiwanians
Join Us at the
Mid-Winter Conference
at the fabulous Albany

Desmond Hotel and Conference Center



Don't miss the two indoor beautifully landscaped all-season courtyards.



The Desmond Hotel and Conference Center offers luxurious guestroom accommodations that are appointed with 18th century colonial replica furnishings. Many of our rooms and suites offer a private balcony overlooking one of our two indoor, beautifully landscaped, all-season courtyards which are sure to delight any time of the year. Each guestroom offers the following amenities: • In room coffee makers with gourmet coffees and a selection of teas • Hair dryer • Iron and ironing board • Comfortable wing-back chairs • Writing desk • Spacious bathroom with telephone • Complimentary high-speed internet service • Complimentary USA Today / Local Times Union newspapers • Safety Deposit boxes in some rooms and at the front desk, upon request • Laundry / Dry Cleaning Service • Business Center with Fax, Copier, Shipping, Computer access, Typing Services, Mail & Postage • Fitness Center • 2 Indoor heated pools

All New Fundraising and Service Project Forums

First Timers Honored



Friday Nite

Costume Party*

Honor David's Diamonds

*Bring your own costume, or rent one at Mid-Winter for only \$15 thanks to District Chairs John & Hazel Goldstein. Over 120 costumes to choose from. Just fill out a measurement form on our website www.kiwanis-ny.org. Orders must be submitted by February 14th

Texas Line Dancin' Lessons

Get ready for our International Convention in San Antonio Texas with some spirited Line Dancin' Lessons. Bring your cowboy hats and boots. No Charge, just fun!



Saturday Afternoon

San Antonio Here We Come

Flexible Meal Plans

Traditional Basket Raffles

Governor Joe's Style of Fun and Fellowship

Saturday Morning

Bring the Family

Kamp Kiwanis Baby Shower*



Who's Your District Baby Contest

Bring a Wrapped Shower Gift for Kamp Kiwanis, or pick one from the tree, while identifying District Officers and Chairs from their Baby Pictures.

Great fun and lots of laughs!

Be Part of Mid-Winter Fun – Get a Costume

Hey Kiwanians – DPLG John Goldstein and Hazel have graciously agreed to chair a Costume Party at the upcoming Mid-Winter Conference at the Desmond in Albany.

I wanted to do something different this year – something that's fun! The event had to be inexpensive and the Goldsteins, who own a costume rental company have graciously agreed to help us meet that goal.

This is what they have come up with:

On our district website <www.kiwanis-ny.org> you can download an Order Form, a Costume List and a Measurement Form. Just list your top three choices for each person who needs a costume. The Goldsteins will make every effort to give you your first choice. Please make your measurements as accurate as possible, since they work with inches, not traditional sizes. If your measurements are correct the costume will fit.

Normally, their costumes rent for an average cost of \$45. They have discounted the cost for this Kiwanis event and rental fee will be only \$15 per costume, no matter what

costume you choose.

It is as easy as filling out the Measurement Form, and picking a costume on the Order Form for you to reserve your costume. You may submit the forms by fax (845 355-1415), by e-mail (marlu@frontier-net.net) or by regular mail (590 Mullock Road, Port Jervis NY 12771) with your payment information. All orders must be received by February 14th.

They will then bring the costumes to our Albany Conference for you to pickup and use. When you pick up your costume on Friday, they will ask you for an imprint of your credit card to act as a deposit, that will be returned to you when the costume is returned.

All costumes need to be returned on Saturday.

Remember, you may bring your own costume if you wish there is no obligation to rent one. Let's celebrate Kiwanis and each other at this fun event.

– Governor Joseph L. Corace

NEW YORK DISTRICT KIWANIS
MID-WINTER CONFERENCE
MARDI GRAS BALL
FRIDAY, FEBRUARY 23, 2007

Underwood

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Please review your club's information and if there is an error, or a change in secretaries, presidents, meeting places and times, please e-mail Marty directly and he will get it changed. All the forms and information you need to help your club grow in service and membership should be on that same website as well as on Kiwanis International's website. 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.