



## Public Relations

Janice Seyfried

Does your club have internal publicity? Do you have a newsletter or any kind of communication for your members? If you don't have this type of communication for your club, you should. Keeping members informed contributes to more member involvement and satisfaction.

An organization such as Kiwanis, which serves the community, is much more effective in its service when the members are aware of what is happening at club meetings, throughout the division and the district. Our meetings should be fun and informative and not just an endless list of activities and announcements; the newsletter is the internal arm and connection that helps to keep the meetings from becoming stale.

With a club newsletter, each member receives the same information and has a printed record/reminder, calendar of events, and the report of club board actions and plans. These newsletters are archived (or should be) as part of the club's records. What fun to look back to older issues when celebrating significant anniversaries for the club.

How often should we publish? Ideally every time there is a meeting but that does, get expensive. Once a month is better than not at all. Some clubs do bi-weekly newsletters and send postcards in the interim. Whatever fits your time and budget as long as your membership is kept informed. Newsletters distributed at a meeting usually are left behind and not read. They should be mailed either by "snail mail" or email. Sending by email can save the club a lot of money. The newsletter could be in Microsoft Word or converted to a .pdf file in Adobe Acrobat, such as the district uses to send information to clubs.

Some clubs have jackets on their newsletters with paid ads which pay for the postage and paper and printing (or at least partially) for each issue. This, of course, is time consuming and requires someone to solicit the ads and place them in the issue.

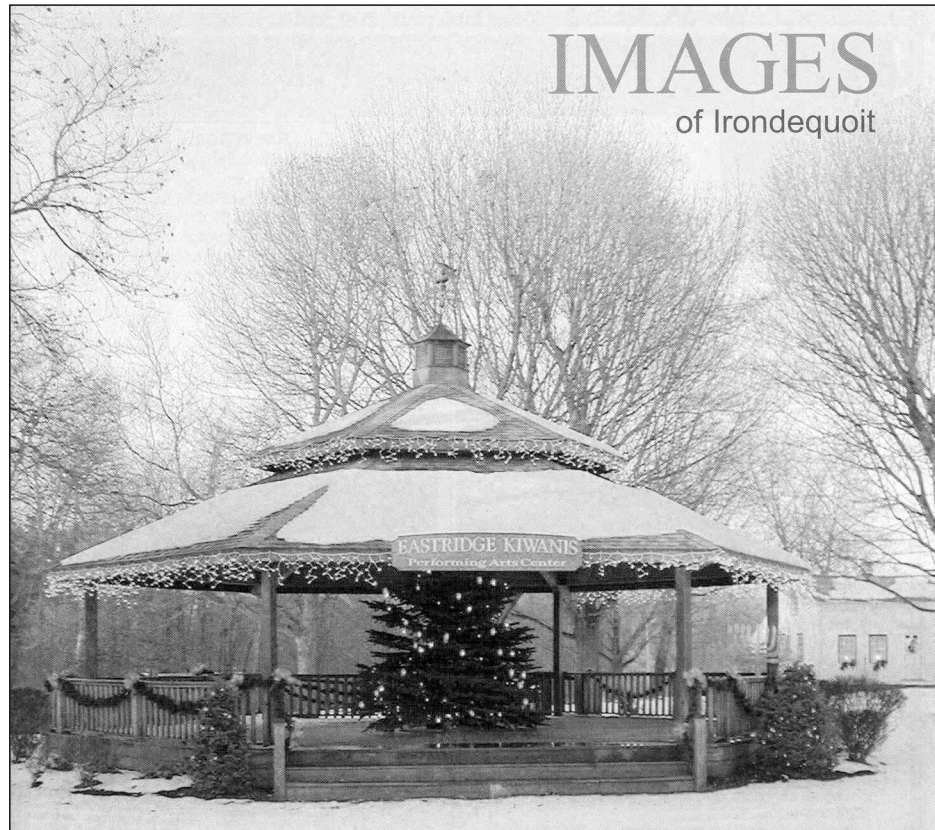
Many modes of presentation can be used. Some clubs have glossy, typeset newsletters and others use a memo-style of communication. Most are produced from typed copy and black and white "line" (not shaded) artwork is used. It's nice to have someone who can work with graphics, but that is not necessary. Photos of activities and members can be included; some are printing their newsletters on color printers even though it takes a while to print 20 or 30 newsletters.

### What should be in the newsletter?

1. Announcements of club meetings and activities
2. Synopsis report of the previous meeting(s)
3. Committee reports, recognition of individual and club contributions and accomplishments

Continued on Page 12

## Eastridge Brings Beauty to Community



Pictured above: Building that the Kiwanis Club of **EASTRIDGE**, Genesee Division built for Irondequoit. Local schools bands perform in the gazebo at Christmas time for the pleasure of the community. The photo above appeared on the cover of a local magazine in December.

## Governor Mancuso Attends Long Island North



The Long Island North Division – NY District Governor Peter Mancuso attended a Division Meeting of the 2003/04 administrative year for the Long Island North held at the Swan Club, Glenwood Landing, New York.

Gov. Mancuso made gracious remarks, extolled the virtues of our Lt. Gov. Jo Greene and her goals for the year, and urged Kiwanians then present to build their clubs, retain existing members while recruiting new members, and continue to render valuable volunteer services in our communities, particularly those focused on the youth.

## Maxine Postal Dies



The Kiwanis Club of **NORTH AMITYVILLE**, Suffolk West Division – mourns the passing of their member **Maxine Postal**. Postal was the Suffolk County Legislature Leader, one of the highest ranking elected officials in the county. She was a long time member and an advocate for children. Maxine Postal is survived by two sons, Army Lt. Gregory Postal and Dr. Eric Postal and companion Elie Mystal. She will be missed by many.

## Kaiser

Continued from Page 9

Many other New Yorkers have served as members of the Key Club and Circle K Int'l Boards.

Finally, our district has hosted (only) two of International's 88 Annual Conventions. Both were held in NYC in 1953 and 1965. The latter was Kiwanis' Golden (50th) Anniversary Convention. There were over 18,000 attendees, the third largest KI Convention ever.

Since International Conventions are already scheduled through 2010, let's get our bid in early for the 100th in 2015!

Even as we plan to attend the 89th Convention in St. Louis, June 25-29, 2004, let's think and plan ahead to attend the very important 90th Convention in Honolulu, Hawaii, July 1-5, 2005, where we will proudly present yet another outstanding New Yorker, Thomas E. DeJulio, Esq. as our candidate for the International Board.

## With Sympathy

**Marty Feinen** passed away suddenly on Wednesday, January 28, 2004. Marty was a Past President of the Riverside Kiwanis Club and Past Lt. Governor of the Niagara Frontier West Division (serving 1984-85).

It is with heavy heart that PLG Woody Ryder informs us that **PLG Ken Little** has passed away. Ken was loved by everyone he came in contact with. Kenny was always finding a way to help his neighbors, friends, or strangers to better their stations in life. He had a voice that filled the all out doors. Kenny was one of the founders of the Kiwanis of New Cassel. Kenny will be missed by everyone he touched.



## International Committee on Education

Dr. Rosemary A. DeJulio

## Keeping Kiwanians Educated at Mid Year Conference Forums

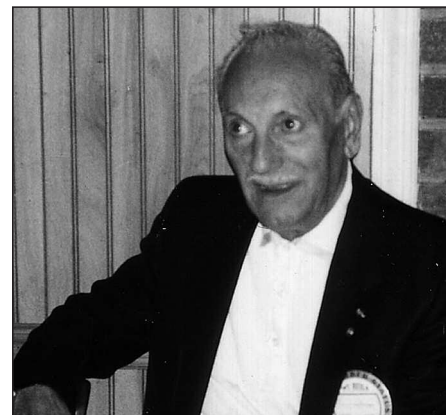
In school and in the "real world," sooner or later everyone has to confront the "tough questions." Teachers tell us, however, that the questions are really not that tough: it is the answers that are harder, and not always the same. The New York District Mid-Year Conference was in place for attendees to raise questions about all facets of Kiwanis, and to share a variety of answers.

Our District designed educational forums on various topics that facilitate the exchange of views, share common experiences, and yield new ideas. These forums were not expected to be "lectures" where the panelists tell you precisely what to do; rather, the "educators" leading the forums of "facilitators." They extracted from your minds the stories of success and failure; your experience with SOAP (Governor-Elect Glenn Hollins will gladly tell you his); your desire to get more publicity for your club's great project; your fear about lawsuits (who ever said no good deed goes unpunished?); and your ideas about all the good things you do for others and how together, we can get many, many others to join our "fun" doing these good things, too.

Each forum at the Mid-Year Conference gave you the opportunity to be heard, to be helped, and to be educated about what we can do as an organization to serve our communities better.

Your community is depending on you, a more "educated" and informed Kiwanian.

## Sal Barba Dies



The Kiwanis Club of **VALLEY STREAM**, Long Island Southwest Division – mourns the passing of Salvatore Barba. Salvatore passed away August 22, 2003 at the age of 74. Barba was a wonderful father of four and a grandfather to 10. Madeline and Salvatore Barba were married for 51 wonderful years. Sal was a Past Kiwanis President and helped raise funds for children early in his Kiwanis career at many successful club carnivals. He participated in pancake breakfasts with his club and supported his clubs' efforts. He enjoyed the camaraderie and extended friendship to all. He will be missed by everyone who knew him.