

ABCD Migrant Day Care Receives a Visit From Newark and Santa

The Kiwanis Club of **NEWARK**, Finger Lakes Division – This past holidays season members of the Kiwanis Club of Newark took Santa Claus, bags of gifts and Christmas cookies to the ABCD Migrant Day Care in Williamson. They were greeted by staff and 72 children, ranging in age from infants to five years. The reaction of the children ranged from wide eyes and smiles to a few tears at the sight of Santa Claus.

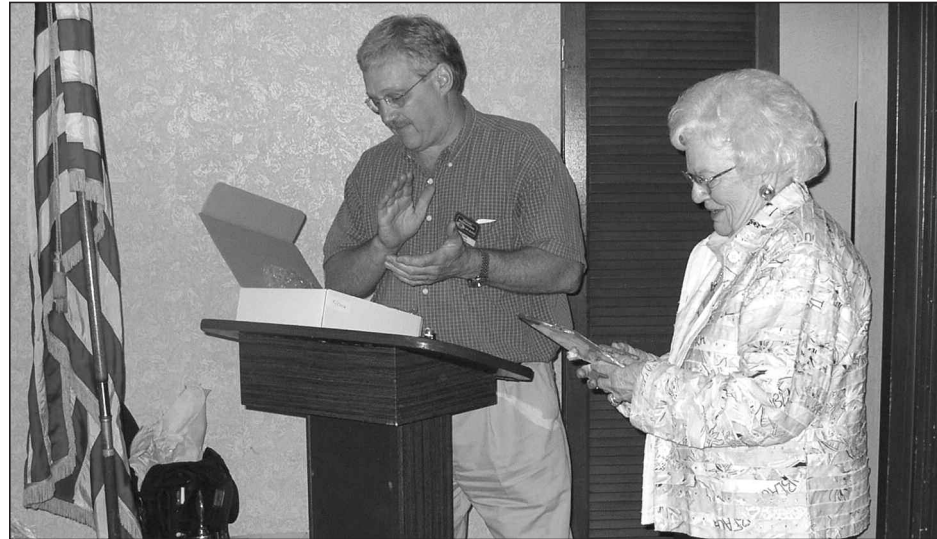
In preparation for the visit to the Day Care, members of the Kiwanis Club read letters from the children about their Christmas wishes and filled a shoe box for each child with dolls, crayons, trucks, balls and other toys that had been requested. Many of the children sat on Santa's lap and accepted their gifts. Watching them tear the paper away from their boxes and discover a box of toys brought smiles to the faces of staff and Kiwanis members.

The ABCD Day Care is in session year round to serve migrant Mexican families.

The children are taught English that will enable them to have a smooth transition to public school. Santa received scribbled notes from the older children and we were impressed with the verbal Thank You's from the children.

The visit to the Day Care was heartwarming and exciting for everyone. The smiles, hugs and love were very visible that day and everyone who attended carried away a warm heart and smiles and the Spirit of Christmas.

Shirley Sutherland Gets Outstanding Service Award



The Kiwanis Club of **CORNING**, Chemung Division – was honored to present the Outstanding Service Award to Shirley Sutherland in recognition of her 20 years of service in Kiwanis. Over 26 Kiwanians as well as friends and family joined in a luncheon to honor Shirley at The Radisson Inn in Corning. Shirley was one of the first females to join Kiwanis after the by-laws were changed to invite women as members. She was the first woman President of the Corning club, serving in a distinguished capacity for 1992 - 93. She served as Lieutenant Governor for the Chemung Division and NYS from 1995 to 1996 and represented the area at many International conferences. She even carries over Kiwanis in her personal life, having met Tom McIntyre in 1998 and finally marrying him when he was Kiwanis Governor of New York State. She has been the club secretary for the last 5 years and as such has kept the

PLG Shirley Sutherland proudly accepts her award.

club operating on all its cylinders. She is a very special Kiwanian, who cares and demonstrates that caring with her actions. Shirley is the stuff that makes a Kiwanian proud to be a Kiwanian!

THANK YOU

DPG Patrick J. Cooney and Former First Lady Linda Cooney would like to express their sincere thanks to fellow Kiwanians and friends for the outpouring of support and sincere condolence wishes upon the death of their grandson Spencer.

Senior Airman Spencer Knapp, 19, lost his life in a single car accident while traveling through Ohio. A brick was dedicated this past weekend in Spencer's name at Kamp Kiwanis.

Costa Award Presented to Police Officers



Picture above: Peninsula Kiwanis holds the Louis Costa Humanitarian annual award night.

The Kiwanis Club of **PENINSULA HEWLETT**, Long Island Southwest Division – recently held its annual Louis Costa Humanitarian Award night. The prestigious award is an annual presentation given to a Fourth Precinct Police Officer for his or her outstanding work in their community. Louis Costa, a two time past president of the Peninsula Kiwanis was very active in all community service.

Police Officer Vincent Adamo was the recipient of the 2008 Peninsula Kiwanis Louis Costa Humanitarian Award. Police Officer Vincent Adamo has been a member of the Fourth Precinct since 1997 and has a tremendous impact on the residents of the Fourth Precinct. He serves the community well and helps apprehend drunk drivers and other violators which create hazards to children and other safe drivers.

Herring

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banner patch for diversity. The third goal is to strengthen the ability of Kiwanis worldwide to help the children of the World. To do this we need to support Kiwanis International's Children's fund by each of our clubs donating \$5.00 per member to this most important cause. I can not tell you enough how this contribution will help thousands of children world wide. If you do not have this item in your budget, consider doing an extra fund raiser for this purpose. All will benefit your club, and many children in need.

In closing, thank you for what you have done so far. Let's do more. Let's sponsor more members, do more service, be more diverse, and extend our reach to the needy children every ware. If we do these things we will be able to look back on this year with fondness and pride in a job well done.

Gridley

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Maureen Neuringer, John Passariello, and the Kiwanis Club of Bensonhurst and Bay Ridge.

Finger Lakes Division

Doreen Pellitteri, Long Island North Division: Barbara Cirlincione, John A. Gridley, Rose Marie Gridley and Maria Jones

Long Island South Central Division

Alan K. Beinhacker, Charles Cronin, Thomas Kane, Steve Kaplan, Ken Klein, David Rothman, Georgianna Sena, Janice Seyfried, Kristin Seyfried, Mitchell Skoller and Woodland Builders Club

Long Island Southwest Division

Danny Ditowich, Peter Mientenkorte, and the LISW Division

Metropolitan Division

Orlando "Lindy" Mazzarro Jr.

Ontario Division

Joseph C. Eppolito

Suffolk East Division

Mary Loud Baldin, Samuel C. De Bono Sr., Alan Dixon, Ann Fitzpatrick, Mary Beth Henderson, Edward Hughes, Mary Ellen Illardo, William A. Jackson, Kevin C. Judge, Carol A. Kroupa, Garrett R. Lacara, Greg Menegio, Sonia Messana, Frank Montanez, Robert Newell, Albert E. Notaro Jr., Peter P. Ostapow, Lynda Rakvin, Harry E. Wilkinson, Louise Wilkinson, and Saul Zabell

Suffolk West Division:

Barbara Macchiaroli and Louise Perrotta



Public Relations

Janice Seyfried

KIWANIS

"THE BEST KEPT SECRET IN TOWN"

Branding can help reveal to your community our organization. Kiwanis is part of the non-profit sector; and for whatever reasons, organizations in the non-profit sector have a history of underselling themselves. In most cases organizations are too understaffed, too busy providing services, or too overwhelmed with its own survival to promote itself and its true value to the community.

Branding can help bring clarity to our purpose, strengthen our voice in the community and open more funding sources. Branding is a form of relationship building. It tells who we are, what we do, how we do it, and why anyone should care enough to support us. This, however, does not happen overnight. A great deal of time and thought should go into providing a branding message that defines our organization and your club.

First, the brand has to be defined. Much of this has been done for us. The defining statement (the 30-second "elevator response" to "What is Kiwanis?") sums up our mission. "Kiwanis is a global organization of volunteers dedicated to changing the world, one child and one community at a time." There are also other key statements available that can be used, saying the same thing in different ways. Utilize these whenever possible.

Secondly, the use of a logo instantly ties the club and Kiwanis together and gives identification to the club's activities. Use of the Kiwanis logo, club logo, or just the word "Kiwanis" becomes an organization-wide effort at all levels (club, division, district, KI), raising the visibility and value of our "brand", the role we are playing in achieving our goals. It is similar to the first person answering the phone for a company – the first words heard by the caller will connect the caller's mind with that company or organization and one that will last, whether it be good or bad.

Keep our branding efforts within our range of what is doable. Using branded items, such as shirts, banners, pins, brochures, and many other handouts doesn't take much in the way of resources but will give consistent messaging which will help promote Kiwanis

Everyone in the organization needs to work together so that consistent and clear messages reach target audiences. Our members are the most cost-effective "brand ambassadors." We can represent Kiwanis because we know and understand our mission.

Members can become educated in using the branding tools through a well-thought out orientation program. There is a Power Point orientation program available for downloading; this presentation can be customized for use at your own club meeting.

Officers and board members should lead by example – always putting forth Kiwanis, your club, and our mission.

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