

Msg. Farrell HS Charters Key Club



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On April 17, 2007, the Metropolitan Division welcomed their newest Key Club into our organization from **Monsignore Farrell High School**. The attendees were warmly welcomed by Richmond County Past President Glen Mancuso. Current President Ronnie Ben-Aron made a special presentation of the banner to the Key Club President Alexander Luisi. Alexander's dad, John Luisi, a member of Richmond County Kiwanis, will act as the new Key Clubs Kiwanis Advisor.

Msg. Farrell's Principal Monsignor Paddack remarked, "I know about Kiwanis, my brother is a member." He went on to wish



Richmond County President Ronnie Ben-Aron congratulates Farrell Kiwanis Advisor John Luisi (father of Alexander).

all the new inductees the best of luck and mentioned he was looking forward to being part of this important student undertaking.

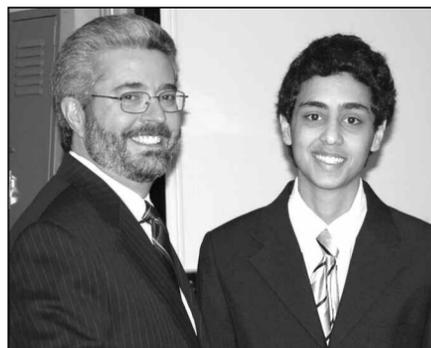
On hand to offer support and their help were: Key Club Governor Karen DeMaria, Key Club LG Yalan Wu, New York District Kiwanis Representative DPLG Leonard Gioia and Msg. Farrell HS Faculty Advisor Mr. Weir. The club is off to a bright start and many will be on hand to guide these impressive young men.



Richmond County Past President Glen Mancuso, Farrell Key Club President Alexander Luisi, Metropolitan LG Leonard Bosso, Key Club Governor Karen DeMaria, Key Club LG Yalan Wu and Richmond County President Ronnie Ben-Aron, Advisor.



Metropolitan LG Lenny Bosso pins Msg. Paddack as an honorary Kiwanian.



Richmond County PP Glen Mancuso congratulates and pins all the Mgr. Farrell HS Key Clubbers.

Brooklyn Tech 2007-08 Clubbers Installed



The newley installed officers of the Key Club of Brooklyn Tech are congratulated by Brooklyn Ley Club Lt. Governor Jackie Olong (right) and Faculty Advisor Roberta Lehrman (center). They are off to a great start for a great year of community service.



Public Relations

Janet Seyfried

Public Relations – remember – recruit . . . that's what you will be hearing at the forum at the New York District Convention in August! Membership is always in the forefront as we strive to reach one million members by 2015; but unless who and what we are become familiar, membership growth will be more difficult.

The Kiwanis Branding Campaign - do you always wear your "K"? Wear it! Be proud to be a Kiwanian. Many times the pin will be noticed and questioned - a new contact for membership. There are many other ways "to get the word out".

At this time of year many communities have festivals, parades, flea markets and other community activity where the Kiwanis name and our community involvement can be "broadcast" to the community and potential members.

Sign up for a booth or a table; sometimes there is a minimal cost but in the end it will be worth it.

Have the Kiwanis literature available for those who pass by; have a sign-up sheet for persons interested in attending a meeting or a Kiwanis activity. In addition to distributing materials such as fire prevention information, for example, display an assortment of Kiwanis brochures and pamphlets which are available from KI at little or no cost: "One Can Make a Difference" pocket handout brochure No. 13429 is available at no cost - maximum is 4 packages of 50. "Changing Tomorrows" No. 9000 for new members, includes membership application and the limit is two sets of 25 at no cost.

The Marketing Kit 90001 limit is 15 at no charge. Local information can be added to this kit on the inside flaps.

"Ask Me About Kiwanis buttons No. 100711 are available at \$.30 each. These are good for club members to wear to generate questions from people who don't know what or who Kiwanis is.

Another important way to "broadcast" your club activities to publish a club brochure in which activities of your club and contact information is given. Blank forms are available that can be filled in and printed on your own laser or inkjet printer - No. 13418 - package of 100 is only \$13.00.

Having copies of club newsletters or a display board of photographs of club activities can generate interest. Display a club banner or the vinyl banner with Kiwanis in blue on a white background (some still available).

Don't forget to wear your Kiwanis pins, shirts and/or hats or jackets, apron or whatever garment that you club has to advertise Kiwanis. Smile and have fun helping others to help others. That's what we are all about!!

If you need additional information or help, please contact Janice Seyfried at KiwanisPR@aol.com. I will be happy to work with you as you "get the word out."

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Continued from Page 4

steps to do so. Despite the overwhelming agreement that planning is important, almost no one has taken action. Nearly nine out of 10 Americans say they have made no comprehensive plans. The survey shows that Americans know enough about Alzheimer's disease to fear its onset, but have not taken any steps to provide for the possibility of developing the disease.

Americans' fear of Alzheimer's is justified, given its increasing presence among a population that will live longer. As the population ages, it is essential to learn as much as possible about the disease and plan for the future.

More information about MetLife Foundation and the Alzheimer's survey is available at www.metlife.org