

# Patchogue Donates \$5000 to Crohn's & Colitis

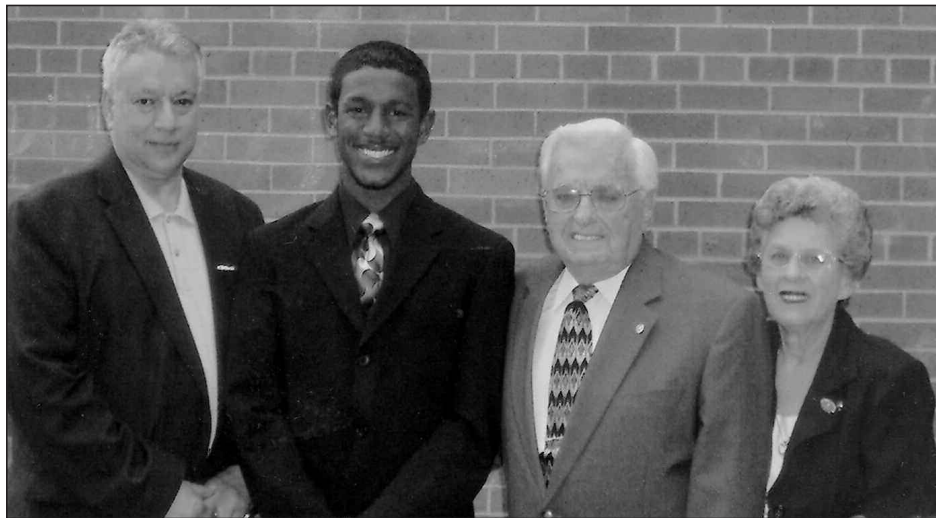


Helping Crohn's & Colitis Foundation of America with a check for \$5,000 as part of the proceeds of PATCHOGUE Kiwanis' Annual Golf Classic. Receiving an award of CCFA Appreciation (from left) is Kiwanis Tournament Chairman, Chris Picini.

Gomberg, Development Director of CCFA and Linda Berman, Development Manager of CCFA. Looking on from the rear is Phil Muller of the Patchogue Kiwanis and a Director of the CCFA. Looking on from the right is the President of the Patchogue Kiwanis, Joseph Barry.

Holding the check from the left is Susan

## Elmont Awards Scholarship to Feurteado



(L to R) Elmont Kiwanis Club President Robert J. Nori, Esq., Graduating Senior Ian Feurteado, Former Club President Joe Greenblatt and Club Secretary Lee Greenblatt

The Kiwanis Club of ELMONT, Long Island South Central - President Robert J. Nori, former club President Joe Greenblatt, and club Secretary Lee Greenblatt presented the Rev. Duncan Kennedy Scholarship Memorial Award, in the amount of \$2,500.00 to Ian Feurteado, graduating senior from Elmont Memorial High School. Mr. Feurteado will be at-

tending the University of Rochester this Fall and will be studying PreMed.

The Kiwanis Club of Elmont meets every second and fourth Tuesday at Filomena's Restaurant, located at 1037 Hempstead Turnpike, Franklin Square, New York. All are welcome to join. For information, contact Lee Greenblatt at 516-2857921.

## Circle K News

by Chelsea Saccu

The members of the 2008-2009 New York District Board have been out and about lately working on some great things, and participating in some awesome events. The school year ended for most of the board in early - to mid - May. Right around this time, the board, as well as a couple of NYCKI members went up to one of my favorite places, Kamp Kiwanis. We helped to get the kamp cleaned and set up for the start of the season.

That very same weekend, we drove from Taberg to Elmira to participate in the Circle K Olympics, which is an event held by Elmira College's Circle K club every year. Events included and old favorite—eating a donut from a string without using your hands.



Attendees of the 2008 Circle K Olympics at Elmira College.

Members of the district board returned to Kamp Kiwanis for a larger cleanup this year. We cleaned up the bunks, swept out the cabins, and pulled weeds around the fire pits and the pool. Our June Board Meeting was also held that weekend.



NYCKI Governor Amanda Brennan, Empire Division LTG Michael Zebrowski, and Chelsea Saccu pulling weeds at Kamp Kiwanis.

Coming up in August is the Circle K International Convention, held in Denver, CO from August 6-9, which is preceded by the Large Scale Service Project (LSSP), also held in Denver, from August 2-6. These are two very exciting events, filled with fun experiences, and plenty of opportunities to do what we do best in the K-Family, Service!



Donut Eating Contest at Circle K Olympics. Co-Con-Con Chair Eric Hotchkiss, Immediate past Western Division LTG William Kelly, Chelsea Saccu and NYCKI Treasurer Alex Allen.

## Flushing Kiwanians Keep Kids Hopping



Flushing President Tak-Fu Chan (Tiger) and Cecelia Wong distribute Easter candy to children at the Shield School.



Children and their teacher at the Shield School do the bunny hop at Easter Party sponsored by the Kiwanis Club of Flushing, Queens East Division.



## Public Relations

Janice Seyfried

### Criteria for Media Relations Success

There are lots of ways in which Kiwanis can get positive coverage in the news. To begin, try some brainstorming to come up with ideas for news stories. Then, measure your story against the following criteria:

#### Timeliness

- What new club happenings are occurring?
- Is Kiwanis about to announce a fundraising event or service project?
- Is there any way to tie in your announcement/event to a current event, holiday, or observance?
- Is your club celebrating an anniversary or noteworthy milestone?

#### Proximity

- Is the Kiwanis event/announcement occurring in the media outlet/station's coverage area?
- Is this event a first for your club? The county? The region? The world?

#### Impact

- Will it affect a lot of people?
- Who will be involved? Club members? Volunteers? Event goers? General public?

#### Importance

- Is this important to the people in your community? Why? And why should it matter to them now?
- Is your club making any donations in the near future? What will these donations support?

#### Novelty

- Is the event/announcement unusual? Different?
- Can you connect your announcement/event with a local celebrity or elected official?
- Is there an opportunity to bring in a media personality to assist with your event? (e.g. Emcee of the event)

Don't forget to apply for the PR Award for 2007-2008 – the application/criteria is downloadable from the District website or you can email me at [KiwanisPR@aol.com](mailto:KiwanisPR@aol.com).

Stop by our forum at the District Convention for new ideas.

## Herring

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need to add another 200 members to be close to the needed amount to reverse the trend of membership losses over the past ten years. I am sure we can and will do this in the next four months.

Again I thank you all for your support and I look forward to the future as we build Kiwanis in New York. Always remember more members means more service. More service means better communities.

New York District Website at [www.kiwanis-ny.org](http://www.kiwanis-ny.org)