

## Membership Growth

Joe Weiss



As the 2010-11 year finishes, I will complete three years as District Membership Growth Chairperson. I will be stepping down, and passing the reins on to my extremely capable replacement, PLG Kim Scharoff.

It has been an incredible journey, as I have had the opportunity to meet thousands of incredible Kiwanians throughout the state. I learned so much from you! You taught me how Kiwanians give and give - time, money, heart, and sometimes soul! You have shown me how to make a traveling Kiwanian feel welcome, and how much Kiwanis does for everyone, everywhere. You have taught me how diversity of actions, goals and people create accomplishments and growth beyond my wildest dreams.

During my career, I had the incredible opportunity to meet some great people, many of them being Kiwanians. I have been fortunate to spend personal time with the President, heads of state, corporate executives, and religious leaders. As a curious person, I was always mindful to note some of their core skills. I was intrigued as to which of their skills had made the primary difference in their growth; observing the lynch pins that made them so highly successful in their fields and/or lives. What I learned from them, I have carried forth in my life and most recently, in my life with Kiwanis.

I learned that successful people had some very common personality characteristics. The characteristic that I found

most important in leaders was their ability to be flexible and changeable. I learned that in life, people grow, change, and develop until they reach what I call their "Change Limit." As long as we don't reach our "Change Limit," we continue to grow personally and with our organizations. The most successful people, in my opinion, had little or no "Change Limit" in the context of their areas of success.

During my time as Membership Growth Chairman, I have challenged clubs to look at themselves and where they needed to change with the times. Many of you did exactly that. You showed that you were able to change and grow to protect your club's future, and to be able to give more. In an attempt to find new members in new ways, you lowered the average age of your clubs, you lowered meeting costs, and you reduced the number of meetings per month, and reviewed your meeting procedures and goals.

You realized that what works for one club does not necessarily work for yours. You tried new methods and ways. You kept your minds open to change. You interviewed the younger people in your clubs, learned what motivated them, and allowed them to become important voices in your clubs. You avoided your "Change Limit," and grew in numbers and/or developed your foundations for future growth. You fully involved your members and listened to them. On behalf of all of Kiwanis, THANK YOU VERY MUCH for your great work!

I should also acknowledge that some clubs chose not to address their "Change Limit." Many of these are productive clubs and still do an awful lot in their communities. They enjoy status quo and their club's present chemistry. To them I would like to say THANK YOU as well for your great work! Your

club will always be an important part of Kiwanis! I would also like to remind you that failure to observe a "Change Limit" is not always an immediate concern, but is a future concern. Will your club still be around in 5-10 years? To continue doing its great work? I hope that you are!

As clubs age, they need to allow the younger Kiwanians to change the way clubs run to their own vision. Today's new generation thinks very differently than older generations. Each generation is motivated differently and our newest generation is no different. Ask them and they will teach you what they need. And then, they will teach you how they grow!

In summary, we have worked hard together getting our clubs guest and future ready. We learned how to better educate and inform our members. And finally, we learned that membership development is not a dirty word, and that we must constantly focus on it in these difficult times and at all times.

I plan to reduce my workload for the next year or so, and catch up on some things. However, I will still enjoy hearing from you! Additionally, I would love to continue helping you to "brainstorm" your change plans, and perhaps, even visit you again when you need me. Please feel free to call, write, or email. I will gladly respond.

In my role as Membership Growth Chair, I've had the greatest job in Kiwanis; I was able to travel like the governor, but meet and be with you like just another Kiwanian. I learned that New York State is a big, beautiful, and diverse state with wonderful Kiwanians! Thank you again for all of your hospitalities and for what you have taught me. I will never forget the lessons that I have learned that help me to continue to rise above my own personal "Change Limit."

## Pediatric Lyme Disease

DPG John Gridley



Summer is here and so is Lyme disease. If you have been watching the TV this past spring, you noticed that all predictions are for the highest increase in Lyme disease this year since records have been kept. So let me remind you how to avoid Lyme disease.

The best way to avoid Lyme disease is to avoid deer ticks. Although generally

only about one percent of all deer ticks are infected with Lyme Disease Bacteria, however, in some areas in upstate, on Long Island, and Staten Island more than half harbor the germs.

- To help prevent contact with ticks, walk in the center of trails to avoid picking up ticks from overhanging brush.

- To minimize skin exposure to ticks, wear long pants and long-sleeved shirts that fit tightly at the ankles and wrists. As a further safeguard, wear a hat, tuck pant legs into socks, and wear shoes that leave no part of your feet exposed.

- To make it easy to find ticks on cloths, wear light-colored clothing.

- To keep ticks away, spray clothing with the insecticide permethrin, commonly found in lawn and garden stores.

- To repel ticks, spray clothing or skin with insect repellents that contain a chemical called DEET (N, N-diethyl-M-

toluamide).

- If you are pregnant, you should be especially careful to avoid ticks in Lyme disease areas because infection can be transferred to your unborn child.

I would like to personally thank all the members of the Kiwanis family: Kiwanis Clubs, Circle K Clubs, Key Clubs, Builders Clubs, and K-Kids who have worked so hard to raise money for and having been so generous in donations to the Pediatric Lyme Disease Foundation, or by purchasing a Brittant Fellowship Award as an inexpensive way to honor someone special.

As always, if you know someone in need of financial help for the treatment and/or medication as a result of Lyme disease, please contact me directly or any other member of the Pediatric Lyme Disease Foundation Board. We are here to help through Kiwanis.