

2012-13 Governor's and First Lady's Projects

This year's Governor's Project will be a familiar one, as Gov. Albert Norato Jr. is asking clubs to carry out programs designed to encourage reading.

The First Lady's project asks clubs to get involved with community organizations helping unemployed people have suitable clothing when they go to job interviews.

Norato notes that it is a revival of the projects promoted by Distinguished Past Governor Patrick Cooney and Past Governor Justin Underwood.

Gov. Al tells a personal story behind his interest in promoting reading. When he was in elementary school his parents were warned that he showed signs that he would be a poor reader. His parents were determined not to let that happen and encouraged him to read, and he developed an interest in reading which has not left him and allowed him to progress in life and to become a lawyer.

He encourages clubs to contact their local schools to see if they need assistance, and if the answer is no, to reach out to schools in areas that don't have Kiwanis clubs to lend a hand.

The First Lady's Project being promoted by Dr. Jenny Wang asks clubs to partner with community organizations that are helping unemployed people have appropriate clothing when they go on job interviews.

She notes that many people have clothing that's suitable and in good condition that they can part with to help someone who is trying to find a job. First impressions can make the difference in such a situation.

The project will benefit the children of those being helped. Jenny notes that the donations can lead to tax deductions for the donors as well.

More information is available on the district web site, www.kiwanis-ny.org

Aktion Club

Debra
Rothman



We had a great time at the District Convention in Niagara Falls with the help of several Aktion clubs at our display table.

Advisers and members of East Aurora, Buffalo, West Seneca and Niagara County Aktion Clubs helped to distribute literature and sell pins, "Niagara Falls for Aktion". A donation of \$925 for the Eliminate Project was given to Sister Anne Marie Kirmse at the House of Delegates. The members were given permission to enter the

house and personally hand her the envelope. A big thank you to all of those that assisted.

We had a very successful workshop facilitated by myself and given by Jeff Sanderson and Richard Hermanson of Rivershore, advisors to the Niagara County Aktion Club and members of the Lewiston Kiwanis Club. They presented an educational slide show to those attending the workshop. I have asked them to do a repeat presentation at the Mid-Year Conference for those Kiwanians who were unable to attend.

We had three entries for the scrapbook contest: FEC/HRW Aktion Club, Ogdensburg Aktion Club and West Hempstead Court Aktion Club, and a poster and speech entry, both from Ogdensburg Aktion Club. West Hempstead Court Aktion Club came in first place for the scrapbook contest and it will be sent to Kiwanis International for the in-

ternational contest. Both FEC/HRW AC and Ogdensburg Aktion Club received honorable mention. The two entries from Ogdensburg Aktion Club for the speech and poster contest were forwarded to Kiwanis International as well.

We will be hosting two mini-conferences for the first time, one in the western part of the state and one on Long Island. Thank you to all the advisers and committee members responsible for arranging these conferences. I am certain our members will have a wonderful time.

And finally, we had one new Aktion Club join us this year, welcome to Massapequa FREE Aktion Club, sponsored by the Kiwanis Club of Massapequa. As always, please visit us at Facebook...<http://www.facebook.com/home.php#!/pages/NY-District-Aktion-Clubs/230243933653497>.

ESK Editor/ Webmaster

Martin
Toombs



It's been three years now since the district web site was opened up for club and division news.

In the first year, there were 198 articles posted; the number grew to 246 in 2010-11 and to 272 for 2011-12. During that time more than 1,400 pictures have been posted.

During the past administrative year five articles were published each week telling of projects carried out by clubs around the district.

All clubs are invited to tell their stories. Pictures of service projects and fund raising projects are the best subjects.

Digital photography has reduced costs and speeded up the process of submitting pictures, and the web site has benefited from that. Now it's time to move to next level - to improve the quality and subject matter of the pictures you submit.

Too many photos which are submitted consist of people posing for the camera, often with something in front of them such as a check. Such pictures won't get much attention.

If you'd like your pictures to tell the story of your event, here's what you can do:

- Take pictures of things happening, not people staring at the camera. Sometimes clubs will submit an article about a great event and a picture of a group of people all posing for a picture which appears to have been taken after all the activity was over. In the newspaper world pictures of people posing for a camera are called "grip and grins." It's not a compliment.

- Move in and photograph people

doing the great things. Get the names of people in the pictures and send them along.

- Use a digital camera that's at least 2 mega pixels. Some cell phone cameras and many older digital cameras are 1 mega pixel and won't be good quality.

Once you've taken the pictures, submit them to webmaster@kiwanis-ny.org. And do it soon after the event when the interest will be greatest.

And while the scope of published pictures on the district site includes such things as sponsored organization activities, fund raisers, service projects and award presentations, some items are better suited for club web sites, such as meeting speakers, officer installations and new member inductions.

More information is available on the district web site at <http://www.kiwanis-ny.org/photos.htm>.