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 1996 to 1998 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 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!

PLG Shirley Sutherland proudly accepts her award.

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 Arman 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.

Gridley

Continued from Page 12

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

Finger Lakes Division

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

Long Island South Central Division

Alan K. Beinbacher, 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


Suffolk West Division:

Barbara Macchiarioli and Louise Perrotta

Costa Award Presented to Police Officers

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 Kiwanian 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 heart-warming 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.

Picture above: Peninsula Kiwanian 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 Vin- cent 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 vio- lators which create hazards to children and other safe drivers.

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 any- one 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. “Ki- wanis 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 ef- fort 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 messag- ing which will help promote Kiwanis

Everyone in the organization needs to work together so that consistent and clear messages reach target audiences. Our mem- bers are the most cost-effective “brand am- bassadors.” We can represent Kiwanis because we know and understand our mis- sion.

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 meetings.

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

Continued on Page 15