Governor Pete has appointed me to the new club building team and has asked me to serve as District Chairman for Retention. It will be my honor and privilege to serve him and the New York District.

No matter how retention is described, it comes down to maintaining a relationship with members. As with any relationship it’s about open communication, information sharing, making people feel valued, and having FUN. With these elements present, your club will have an electric atmosphere that will not only retain members, but attract new ones.

We must understand what attracts people to Kiwanis and that members value changes over time. Therefore, the membership benefits we offer, tangible and intangible, must change as well. The underlying purpose of all club actions is to retain members and develop membership because members are Kiwanis’ strongest assets.

Without members there is no substance to the organization.

There are six basic steps to retention: (1) Renewing the Commitment, (2) Club Assessment, (3) Club Improvement, (4) New Member Involvement, (5) Member Satisfaction, and (6) Member and Club Recognition. In each of my articles for the ESK I will discuss one of these steps.

I think that Member Satisfaction is the most important, and therefore I will discuss it first. Members are very similar to customers. They have consciously decided to invest in your product. If that product does not meet their expectations, they can decide Continued on Page 14

The Kiwanis Club of Solvay-Geddes-Camillus, Ontario Division—Praising the groups for their work in relieving hunger among families in their areas, Solvay Geddes-Camillus Kiwanis Club presented $250 awards to three church food pantries and Echo Meals on Wheels at a recent club meeting.

The recipients included St. Charles Church food pantry in Westvale, Our Lady of Peace food pantry in Lakeiland, and St. Cecilia’s food pantry in Solvay. Echo Meals on Wheels does its cooking and distribution from the Fairmount Community Church kitchen.

Mrs. Marie Cullen of the St. Charles food pantry thanked Kiwanis for its regular support of money for food purchases, clothing for distribution to the needy, and toys at Christmas time.

The food pantries have regular food pick-up days for needy families in their areas, as well as clothing distribution when available. Their food supplies come largely from food and money supplied from their own parishes.

Diane Smith, coordinator at Echo Meals on Wheels, noted that prepared meals are delivered to 140 clients five days a week, for some 800 meals weekly. In 2002, 41,426 meals were provided to clients in Westvale, Fairmount, Camillus, Marcellus, Onondaga Hill, Solvay and Lakeland.

ECHO is an ecumenical endeavor that was started 30 years ago with meals cooked at individual homes. As the program grew, the kitchen at Fairmount Community Church was made available and equipped for group preparation of food.

Some of the meals are provided to fit diabetic or other needs of the individuals. Meal costs are kept low and are paid by the individual, a relative, a church or other benefactor.

Recipients, mostly elderly, appreciate the food delivery as a way to talk to someone for a few moments and the fact that someone is checking on their welfare.

Persons wishing to volunteer for either helping in the kitchen or delivering on a route, may call ECHO Meals On Wheels at 487-2875, or write to Meals on Wheels at 4801 W. Genesee St., Syracuse, NY 13219.

Most volunteers work one part day a week, but adjustments are made to fit a volunteer’s schedule.

Kiwanis Aids 3 Food Pantries
And ECHO Meals On Wheels

The Kiwanis Club of Solvay-Geddes-Camillus Kiwanis club, at right, congratulates representatives of church food pantries and Echo Meals on Wheels for their part in helping overcome hunger in communities of western Onondaga County.

The Kiwanis club, in a program chaired by Barbara Sterling Willson, presented $250 awards to each of three food pantries and Meals on Wheels.

Mr. Willson thanks, seated from right—Marie Cullen, coordinator of St. Charles Church food pantry; Marie Iadanza of Our Lady of Peace food pantry, Lakeland; and Vera Mickelson of St. Cecilia’s Church food pantry. Standing, from left, are Diane Smith, coordinator of Echo Meals on Wheels on Wheels, Fairmount; Sue Powell, Meals on Wheels treasurer; and Barbara Sterling Willson, Kiwanis chair.

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The two coordinators are trained nutritionists and do the principal cooking. Volunteers help in the food preparation and packaging of meals. Volunteer drivers do the delivery of meals.

Families of the people receiving meals say the program is a godsend because it allows older and handicapped persons to remain in their own homes while receiving nutritious meals.

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Legion of Merit/Honor

Hi there my fellow Kiwanians, my name is Tom Forsyth and I will be your District Chairman for Legion of Merit and Legion of Honor. I live in Rochester, and I am available by phone, fax and E-mail, which I will include at the end of this article.

The Legion of Merit is an underused form of recognition in the New York District. It is a quick and easy way to recognize a Kiwanian simply for time as a member. It is awarded to members of Kiwanis in increments of five year intervals, that is, there is an award for 5, 10, 15 and 20 years in Kiwanis. Membership does not have to be consecutive years, nor must one have been in the same club all that time.

The requirement is simply that a Kiwanian be in Kiwanis for the time frames listed above. We all like to be rewarded for our efforts, and this is a good way to cement your relationship with your club members. All that is required for this award is that your club secretary verifies the amount of time a Kiwanian has been in Kiwanis, along with that person’s highest office held and a check for $4.95 for each award. Send it to me and I will make sure the District sends them out in a timely manner.

The Legion of Honor award of Kiwanis International was created to extend a token of appreciation to those Kiwanians who have achieved a total of 25 or more years in Kiwanis. It is offered to Kiwanians who have achieved 25, 30, 35, 40, 45, 50, 55, 60, 65, 70 and 75 years of service. Eligibility for this award is based upon a Kiwanian having at least 25 years of membership, not necessarily consecutive, in one or more clubs. Having been recognized for 25 years of service, a member is again eligible to receive the award every five years after the first award.

A member is considered eligible if they are within six months of the required number of years. To order this award, either contact Kiwanis International or myself with the following information: Recipient’s name, number of years as a Kiwanian, and the highest office held.

Contact me if you have questions. Thomas D. Forsyth, 81 Indian Spring Lane, Rochester, NY 14618, Home 585-442-0125, Fax: 385-473-0949, Email: t.forsyth@road.com

Beinhacker
Continued from Page 11

And kids fit together... We are the people who need to lead by example. Take the first step — take a child for a walk; bring that old bike out and take a ride; or just educate a children on the benefits of what being active can do for the mind and heart. We encourage all of you to make a big difference in a child’s life.

Port Chester/Rye Brook Help Celebrate Seniors

Pictured are King Walter and Queen Emma Schwerner listening to Port Chester resident singer Pat Frederico as he sings to them the song when your old wedding ring was new. Also pictured is Nick Mecca, the event Chairman and Club treasurer.

The Kiwanis Club of Port Chester/Rye Brook, Hudson Tri-County Division — Annually the Club sets aside Valentine’s Day to celebrate with and honor our senior citizens. Enjoying with the privilege of Port Chester Nutrition Program, Kiwanians pays for the seniors and provides musical entertainment.

During the celebration the club honors a Kiwanis Valentine’s King and Queen. They receive the Kiwanis Club of Port Chester/Rye Brook recognition as well as throughout the state of New York. Also the club supplies flowers and a gift certificate to dinner. The evening was a great success.

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November/December 2003

13.