

## Kiwanis Education

### is Year-Round Plan Now to Attend Zone Conferences

By Maggie Gunther, District Chair, Education

It may be the start of a new Kiwanis year, but Kiwanis education is a year-round process.

In the spring, we trained a new crop of Lt. Governors, Committee Chairs and Club Leadership Education (CLE) Trainers, who in turn have worked hard this summer to train our club leaders. A good time was had by all as we celebrated what is great about Kiwanis and came together as a team.

Conventions in Nashville and Orlando offered informative workshops and opportunities for all members to learn. A special thanks to all presenters who gave their time to prepare high quality workshops for you at our District Convention. You're the best!

Now that October is here and the new Kiwanis year has begun, the leaders have had plenty of time to be trained and make plans. It's time to use all that Kiwanis knowledge to improve your clubs, divisions, district and your individual communities. We believe the more you know, the better equipped you will be to make a difference and serve.

Even more learning opportunities are coming at Zone Conferences in January, February and March. In order to save you money and time, we are coming to you! These fun and educational Zone Conferences will also include Governor Donna's official visit to the five zones of the state. For details, visit [www.floridakiwanis.com](http://www.floridakiwanis.com). These conferences are a good opportunity for newbies and experienced members alike to network, learn and share. They are a great place to take new and prospective members so they can experience the scope of Kiwanis, and know it is not just their local club they are involved in, but a global network of people who love to do good. I hope to see you there!



Maggie Gunther

## Public Relations & Marketing

By Alan I. Dill (Gulf Beaches), District Chair, Public Relations

Marketing is an important tool for any business or organization, but in Kiwanis it may just be the most important tool we have in our toolbox. As your chair for Public Relations and Marketing, you will be hearing much from me this year on how to market Kiwanis and your Club in the community.

This year I will be sending out prepared press releases twice a month covering everything the Governor is doing as well as news from the District and International. No one will be able to say, "I didn't know that", because if you can read you will know.

I have four basic goals: to increase the recognition of the Kiwanis name - to increase the public understanding of Kiwanis' community-service role - have a Public Relations Chair in every club in the Florida District and to suggest that each club chair develop



Alan Dill

“Wide-spread public recognition of Kiwanis can help pre-sell prospective members for your Club.”

an working relationship with localized print and broadcast media to better publicize their club and Kiwanis.

By now every president in every division in Florida should have received an E-mail requesting they appoint a Chair for Public Relations and Marketing and forward that information to

me. As of this writing (early August) I have received responses from about 50% of them and am hopeful the other will comply shortly.

In most areas, the media is looking for news from the “movers and shakers” in the community and Kiwanis is one of them. They are looking for news of important community leaders/personalities that speak at Kiwanis meetings - service projects planned - honors won by the Club and individuals - elections and installations - special fundraisers - public service announcements - special projects involving children and other Kiwanis news.

Remember, we as Kiwanians work hard everyday providing a better and safer world for the children, so why not let everybody know about it?

If I can help you in any way please contact me at [adill2@tampabay.rr.com](mailto:adill2@tampabay.rr.com) or by phone at: 727-397-8102.



## 21 Clubs are Early Qualifiers for “Operation Jump Start”

2008-09 Governor Dave Liddell and his leadership team congratulate the following clubs for early qualification for the “Operation Jump Start” banner patch program for adding at least one member per month for the final 4 months of the year. Clubs qualifying are:

Div. # - Club Name - # of New Members Added

Div. 2 - DeFuniak Springs - 4	Div. 2 - Panama City - 7	Div. 3 - Monticello - 8	Div. 4 - Gainesville - 4
Div. 4 - Lake City - 12	Div. 4 - Lake Region-Keystone Heights-Melrose - 11	Div. 5 - St. Augustine - 4	Div. 9 - Clermont - 4
Div. 10 - East Orange County - 7	Div. 10 - West Orange - 4	Div. 12 - Safety Harbor - 4	Div. 13 - St. Petersburg - 4
Div. 15 - Winter Haven - 4	Div. 17 - Bradenton - 7	Div. 19 - Ft. Myers-Metro - 6	Div. 22 - Naples - 4
Div. 23 - Central Broward - Ft. Lauderdale - 6	Div. 25 - Miami Gardens - 5	Div. 23 - Coral Springs - 4	Div. 23 - Oakland Park - 4
		Div. 26 - Key Biscayne - 10	

Additional clubs qualifying by September 30, 2009 will also be recognized with a banner patch. Presentations will be made to all qualifying clubs at the 2009-10 Zone Conferences.

## Having Fun in Kiwanis Increases Loyalty, Productivity, Retention and New Members

By Gary Frechette, District Chair of FUN

Everyone has muttered "there's a reason they call it Kiwanis" at least once or twice. The trend certainly is getting a push from Kiwanians who want a better club-life balance, but many clubs also have learned that fun increases the bottom line.

**No kidding!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Fun in Kiwanis can provide an advantage in community service. When people see how much we do while having fun, they want to join in.

With a light-hearted approach, it's a way to stand out and draw the best people to our clubs.

### Battling turnover

They're more likely to stick around, for one, if they give back to the community or while performing a service for the community, families, friends, having fun. A great organization having a common goal with professional, happy people makes for a better community organization. We should be passionate about attracting, recruiting and keeping positive, motivated members striving for growth. We actively encourage innovation and creativity. We want people with passion - and good humor. It makes a big difference in how you approach our Kiwanis mission.

We set out to build a club with a balance of education, friendship and humor. We make people laugh and have them enjoy coming to our club meetings and, most importantly, our community service projects.

### Laughing away stress

Part of our mission is to provide a rewarding club environment on a Kiwanis-wide basis. In a fast-paced, rewarding club environment, it's critical to have a culture that is positive and supportive of our members, especially with those who have a sense of humor.

### Having Fun in Kiwanis

Here are some innovative ways clubs can make the Kiwanis environment fun:

- Hold a lottery where the winning Kiwanian gets driven to and from a club meeting one day in a rented limo. Take photos!
- Create a "Laugh-a-Day Challenge" where members are encouraged to bring in a joke or a cartoon to share at every club meeting. (in good taste of course).
- Pick up a lottery ticket on the way to a meeting and attach it to the club banner. The first person ambitious enough to read the banner wins an unexpected prize.
- Have an ugly tie/ugly shoe contest for your members - and let your guest speaker pick the winner. You can use Hats, Sunglasses, socks....
- Establish casual dress meeting day, or Hawaiian Dress Days

Each club lets the members know what Fun is. Yes, this is a simple concept, but if not clearly expressed to our members, some will miss the point when you give them permission to have fun at a meeting or community service project. So, make sure you spell out thoroughly what behaviors are not included in having fun. Having fun and staying focused on our mission is success. Remember the Golden Rule: Treat others the way you want to be treated.

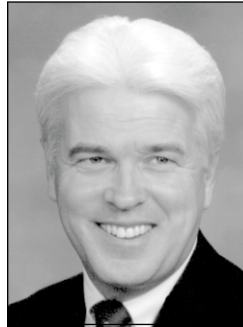
Fun is seeing someone smile - Fun is new friends - Fun is making Kiwanis Grow  
Fun is healthy, warm and always encouraging

Think of the last time you were playing a sport or performing in front of an audience. Do you remember how you focused your attention and energy to the point that you lost track of time, so you could focus on your performance? Do you remember how much fun it was getting congratulations from your teammates or a standing ovation from the audience? And even though you were completely exhausted following your performance, do you remember how great you felt inside afterwards? This is the type of fun that best fits the Kiwanis model. In other words, the best type of fun for Kiwanians is fun that generates congratulations, cheers and support from members.

**FIVE RULES TO BE HAPPY: Free Your Heart From Hatred - Free Your Mind From Worries - Live Simply - Give More - Expect Less**

Fun in Kiwanis generally translates into increased productivity, increased member morale, increased retention, and being happy. Just remember to follow rule number one, simply explain to each member what fun is in Kiwanis.

For more information, Gary may be contacted at (561) 718-0025 or gfrechette@thegardensmall.com.



Gary Frechette



## FLORIDA DISTRICT CHAIRS

<b>Achievement/Administration/Club Grading, Dawn Campbell</b> dawnacampbell@bellsouth.net (305) 969-4855
<b>Aktion Club Administrator, Donna Batelaan</b> dmbatelaan@aol.com (561) 582-6500
<b>Apples for the Teachers, Judy Becker</b> jbecker2000@gmail.com (904) 782-3502
<b>Audio/Visual Specialist, Wade Shrack</b> wadeskiw@aol.com (954) 684-0171
<b>CKI Administrator, Matthew Cantrall</b> signsandspc@aol.com (863) 644-9806
<b>CKI Financial Counselor, William E. Rushing</b> williamr76@aol.com (321) 268-3866
<b>Club Newsletters, Bud Brown</b> bud_brown_kiwanis@yahoo.com (352) 516-7069
<b>Community Service, Terry L. Luster</b> tluster@nvtlsi.com (239) 415-3100
<b>District Chair Liaison, Maggie Gunther</b> maggiegunther@hotmail.com (954) 224-2825
<b>Education, Maggie Gunther</b> maggiegunther@hotmail.com (954) 224-2825
<b>Elections, Randolph K. Johnson</b> mrj@commbyjohnson.com (561) 842-0008
<b>Every Child A Swimmer, James R. Martin</b> jasmartin@aol.com (954) 566-3388
<b>Finance and Fund Raising, Edie McConville</b> ediemcconville@yahoo.com (561) 308-1690
<b>Florida Kiwanian, Valerie P. Longo</b> FLKiwanian@pci-directories.com (941) 776-2002
<b>Fun, Gary J. Frechette</b> gfrechette@thegardensmall.com (561) 718-0025
<b>Growth Ambassador, Mayra Vide Perez</b> brandy2411@aol.com (305) 460-0009
<b>Human and Spiritual Values, Mark C. Taylor</b> Mark.Taylor@hughes.net (352) 799-6393
<b>Interclub Relations, Melanie J. Winternheimer</b> mwinternheimer@cfl.rr.com (407) 601-2000
<b>International Foundation, James V. Crum</b> Jimcrum@hotmail.com (352) 207-3628
<b>International Foundation, David A. Liddell</b> dliddell3@tampabay.rr.com (813) 476-4821
<b>International Understanding, Richard Bryce</b> richbryce@msn.com (954) 658-7853
<b>Key Club Administrator, David S. McCampbell</b> districtadministrator@floridakeyclub.com (954) 436-3830

## 2009 2010

### FLORIDA DISTRICT CHAIRS

<b>Key Club Financial Counselor, William E. Rushing</b> williamr76@aol.com (321) 268-3866
<b>K-Family, John S. Sullivan</b> dnitel0@bellsouth.net (561) 889-9892
<b>K-Family Recruiting, Victoria Jones</b> vicki1981@aol.com (813) 505-8573
<b>Laws and Regulations, Allen D. Whetsell</b> adwhetsell@aol.com (386) 503-4004
<b>Liability Insurance / Risk Management, Robert W. Fowinkle</b> popeye10@verizon.net (941) 755-2628
<b>Lieutenant Governor Liaison, Robert Filichia</b> bob@filichia-agency.com (321) 268-2638
<b>Membership - Special Programs, Jonathan F. Earle</b> jfkearle@yahoo.com (352) 332-7426
<b>Membership Diversity, Charles R. Gugliuzza</b> gugliuzzac@gmail.com (305) 724-4829
<b>Membership Growth, Diana Christen</b> diana@flcsafehouse.org (386) 437-7610
<b>Membership Retention, Robert W. Randolph</b> captbobr@aol.com (561) 582-1175
<b>New Club Building, Don Fineout</b> dfineout@aol.com (352) 465-1300
<b>New Club Building, Edwin A. Lee</b> elee34@tampabay.rr.com (727) 492-7621
<b>New Club Counselor, Richard N. Root</b> richard-Kiwanis@comcast.net (352) 217-2998
<b>On to International Convention, Beth Shrack</b> bethshrack@aol.com (954) 328-1484
<b>Public Relations, Alan Dill</b> adill2@tampabay.rr.com (727) 397-8102
<b>Young Children: Priority One, Celia Earle</b> cearle@pirnie.com (954) 525-1665
<b>Youth Services, John R. Vita</b> john.vita@morganstanley.com (941) 798-3235

## Membership Retention

By Bob Randolph, Membership Retention Chairman

Membership retention is something we should all be focused on, from our newest member to our most senior members. As I am sure that you are aware, membership retention could be the very life blood of Kiwanis. Each year we do an outstanding job on recruiting new members, BUT we lose that many, and often many more, by the end of the year. WHY? And what can we do in our respective clubs to slow down or stop this membership loss?

Think back over your years in Kiwanis. What inspired you to remain a member? What inspired you to share your "K" with another person? What was that "Kiwanis Moment" that made you a "Lifetime Kiwanian" instead of just a member in a Kiwanis club?

We will all have different answers to those questions, but allow me to share some thoughts with you. Membership retention, to be successful, must start BEFORE a person is a member. We all know there should be an orientation done. So let me share a small outline you may want to follow BEFORE membership is even offered to a person;

- Hold a meeting with one person or a group of potential members and cover the following:
- International (A short talk to let them know we are an international organization.)
  - District (A short talk about your Florida District.)
  - Division (A brief overview of your Division.)

*These three should only take about 10 to 15 minutes.*

Now tell them everything about your club, your service projects, your fund raisers, your K-Kids, Builders, Key Clubs, CKI, and Aktion Clubs. Tell them everything your club does.

Now explain to them that if they want to be a member in this outstanding club what you expect from them when they become a member. Tell them everything your club expects from its members from attendance to participation in projects.

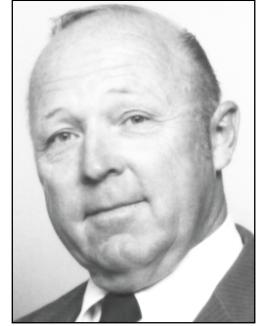
Then tell them what they can expect from being a member of your club. I think each club offers many advantages and opportunities to their members – share all of those with your potential members.

After this, when they become members, there will be no surprises. They know what is involved and they will be excited about the opportunity to serve the children and their community.

Do an induction that is prestigious and honorable. Assign them to a committee of their interest and put them to work. Have their sponsoring member buddy them for at least six months to make sure they know that they are an important part of our K Family.

As you can see, there is nothing hard or secretive about this. If you do these things, you will see your membership retention problems become a thing of the past.

Thanks for all you do in the name of Kiwanis. If you have any questions, I can be contacted at (561) 582-1175 or captbobr@aol.com



Bob Randolph

## Youth Services

By John Vita, District Chair, Youth Services

Serving the youth of the world has always been an essential part of Kiwanis. In the Florida District, we have always had excellent participation in our Youth Services focus. As we begin this Kiwanis year we are excited about the focus and direction of Youth Services. We would like to continue the focus and expand the B.U.G program and the Terrific Kids program. In addition, we would like to pilot two programs in the District that have been extremely successful in some of the Divisions around the state. The Big K mentoring program is a program that any club, large or small can participate in. It involves a small amount of time mentoring an elementary school student that is missing a mother or father figure in their life. We have seen that a small amount of time with these students makes a big difference in their lives. We would also like to explore a program that deals with hunger. Did you know that every weekend, elementary school students go home and literally do not eat a nutritious meal until they return to school the following week? Statistics show that young people whose families receive free or reduced lunches at school often have little or nothing to eat over the weekend. Children Hungry on Weekends, Not On our Watch (C.H.O.W. N.O.W.) provides a process for clubs to provide nutritious meals to these young ones over the weekend.

We are excited to serve the District in the coming year and encourage you to get your club involved in Youth Services. Please feel free to contact me at John.Vita@MorganStanley.com with any needs you might have regarding your Youth Services Program.



John Vita

## Get Ready to Grow

By Diana Christen, District Chair,  
Membership Growth Coordinator

### Walk the talk in October

- Decide on a creative membership campaign.
- All leaders – be the first to bring in a new member.
- Establish a focused timeline.
- Set a goal and achieve it.
- Make it fun.
- Be inspiring.



Diana Christen

## DAVE SCHMITT - K-KIDS & BUILDERS CLUB

### When to do it – October...

Decide on a creative membership campaign. Based on the interests of your club members, establish a one-day event or ongoing contest to encourage each club member to be a part of the growth effort. Promote the campaign heavily and through multiple channels – talk about it at every meeting, include specifics in the newsletters, and send reminders via email. Members need to know the goal, the timeline, the reward and each member's role in growing your club.

A leader should be the first to bring in a new member. Lead by example. Demonstrate the importance of membership growth within his or her own club by inviting and initiating the first member of the 2009-10 year. Then challenge each member to follow your lead. Wear your bronze key lapel pin proudly and encourage every club member to earn at least this level of recognition through the 1-2-3 You Hold the Key program.

Establish a focused timeline. A membership campaign jump-starts a recruiting effort and focuses energy on bringing in guests for an established period of time. Most campaigns run about 30 days, although you may want to factor in a period to promote the campaign before it actually starts.

Set a goal and achieve it. Be S.M.A.R.T. in setting campaign goals:

- Specific: How many new members would your club like to add and what factors helped you choose this number? Let every member know of the goal and their part in attaining it.
- Measurable: How will you track your progress? Update your members at each meeting about where you are in reaching your goal.
- Attainable: What steps will you take to reach your goal? You've probably heard "a goal without a plan is a dream." If you want everyone to take part in the campaign, make sure they have the tools they'll need to promote the Kiwanis mission.
- Realistic: Are you willing and able to reach this goal? Club leaders should know what growth your club is capable of and use that knowledge to set a specific and realistic goal.
- Time bound: How long should we work toward this goal? The contest should have a set deadline to keep motivation strong.
- Make it fun! Get creative with your contests. Announce contest winners and recognize their victory with a specific prize or reward. Let prospects see that you have fun at every meeting. Everyone wins in a successful growth campaign!
- Be inspiring.
- Celebrate your story, refresh your experience, and create a stronger future for Kiwanis using the tools and ideas at [www.kiwanisleader.org/inspire](http://www.kiwanisleader.org/inspire).