

Kiwanis Florida District Caribbean Cruise 2008

By Saied Taie-Tehrani • saiedtaie@aol.com • 954-680-7051

How many of us have begrudgingly “volunteered” to be part of the club’s monthly delegation to visit a club in the division (the closer the better) simply to get credit for an inter-club meeting? This year you will have the opportunity to truly have fun, meet new people, visit exotic places, and make inter-clubs work for you.

Mark your calendar for March 29-April 3, 2008. Those are the dates for the Florida District Western Caribbean Cruise on Navigator of the Seas. Five days of fun in the sun with your fellow Kiwanians and an inter-club with our sister club in Georgetown, Grand Cayman, just 690 nautical miles away! For more information, contact Marcus Mittermayr at 727-327-4444 or mmittermayr@stpetetravel.com

Visit your K-Kids, Builders Club, Key Clubs, Circle K, and Aktion Clubs. You’ll be amazed at what they do at their schools and in the community. Attend charter presentations, new club meetings, meetings with outstanding programs and special guest speakers (it helps if

your division maintains a website with the clubs’ program schedules). Go outside your division and even the district. Make plans with your fellow club members to attend the 93rd Kiwanis International Convention in Orlando.

Participation in each inter-club between October 1, 2007 and July 31, 2008 will afford you one chance at winning a GPS at a drawing to be held at the 2008 Florida District Convention. All you need to do is complete an Inter-Club Attendance Form (available at the www.floridakiwanis.com website) and send to Saied Taie, Inter-club Relations chair, 14600 Luray Rd, SW Ranches, FL 33330, fax: 954-966-4228, or email: saiedtaie@aol.com. Good luck and safe travels!



Public Relations and Marketing

By Stephen P. Cummings • mumbles109@bellsouth.net • 954-907-2392

I am flattered that Governor Mark Taylor has given me the opportunity to serve as your district chair of marketing and public relations as I am eager to assist our membership spreading the virtuous work of this organization to the community.

Kiwanis has made information technology a priority with the creation of www.kiwanisone.org which will eventually streamline the reporting system and allow members to administer, manage and communicate online easily, effectively becoming a one stop source for many of the needed resources.

The official Kiwanis website at www.kiwanis.org has been revamped and access to important forms, logos and templates has

been simplified. I recommend clicking on Kiwanis Impact and view both the Kiwanians in Action and ShareYour Story pages.

Kiwanians in Action allows guests to view photographs of Kiwanis clubs serving communities, raising funds or performing leadership or fellowship functions providing a clear understanding of our mission.

Share Your Story allows one to share a personal experience or defining moment of encouragement or triumph that will inspire others.

I strongly urge our members to download the Marketing and PR Handbook. This invaluable resource tool describes the correct procedures in gaining publicity through the

newspaper, radio or television.

From the Kiwanis website, click on member resources, then member community followed by marketing and public relation. Scroll down to Marketing/PR Resources and the first download will be the Marketing and PR Handbook.

The Florida District has received numerous accolades for its altruistic service and we need to efficaciously communicate that we are the preeminent organization who serves the children of the world.



Membership Growth

By Melanie Winternheimer • membershipgrowth@bellsouth.net • 386-313-2838

Service is the lifeblood of Kiwanis, but our ability to grow in service depends on our ability and our desire to grow our club’s membership, create effective, new Kiwanis clubs and nurture our existing Kiwanis clubs.

The ongoing need to propose qualified, new members is an obligation that comes from the privilege of our own Kiwanis membership and it is a responsibility shared equally by each one of us. Fortunately, it is a rare community that doesn’t have a substantial pool of prospective members available. A new business opens, a doctor or dentist starts a new practice, a new police chief is hired, a neighbor’s work schedule changes. Sometimes it’s difficult for us to even see our best potential new members. It may be the next door neighbor we chat with when we pick up the newspaper or walk the dog. It could be our

hairdresser, stockbroker, grocery store manager or a PTA member at our child’s school. Look around you. New members bring more to our clubs than helping hands; they bring new ideas, new outlooks and a renewed enthusiasm.

There is only one thing more rewarding than making a difference in the life of a child, a family, a school or a community. That’s the difference you make when you work with others to spread the service.

Share Kiwanis with someone today! Be the one who invites the next new Kiwanian into your club. Be the one who makes a difference!



Special Membership Programs

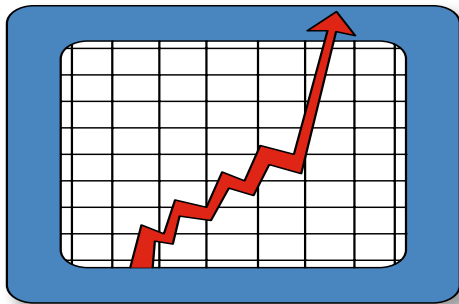
By Eddie Lee • elee34@tampabay.rr.com • 727-492-7621

Florida Kiwanis has lost nearly 4,000 members in the last decade or roughly 25% of its membership. I happen to believe you can't continue to do the same thing and expect different results. So, this year I am asking you to try some things that are different and let's see if we can't expect different results.

M.M.M.M. - This is the membership recruitment event every Club can do. And, the good news is it's over in one day! What we are asking each club to do is recruit, then prepare one new member to be inducted into your Club at 12:01 am October 1, 2007. Then report your results to Governor Mark Taylor via phone at 352-584-7714, Eddie

Lee, 727-492-7621 or your Lt. Governor. That's all there is to it. **Mid-night Madness Membership Marathon** is an opportunity to get your Club and the Florida District off to a great start.

Special Guest Day - This is a winner! Clubs all over the Florida



District who have committed to doing this event have all had positive results. Some have been just short of spectacular. After Board approval each active member of your club is expected to invite, and make sure they attend, one prospective new member to a special guest meeting. Clubs that follow up properly are showing 50-75% of the guest joining within 60 days.

100 in 100 - To honor the 20 years of distinguished service by women in Kiwanis we are going to recruit 100 new women members in each Division from January 1, '07 - April 10, '08. **100 Women in 100 Days.**

Let's increase membership in Florida Kiwanis this year 50%. Here is all YOU have to do. If YOU will be responsible for recruiting one (1) new member this year we will do it. In fact if all of YOU did that we would have a 100% increase. It's up to YOU. You can't depend on THEM to do it. Tell someone your Kiwanis story TODAY.



2007 FLORIDA DISTRICT CHAIRS 2008

Advisor to the Governor, Robert W. Fowinkle popeye10@verizon.net (941) 750-0075	Finance and Fund Raising, Errol C. Hanson winwinwins@bellsouth.net (954) 746-7150	Kiwanis Image, Joseph D. Zaks joezaks@aol.com (239) 592-5140
Advisor to the Governor, William E. Rushing williamr76@aol.com (321) 268-3866	Florida Kiwanian, Valerie P. Longo valsundiv2@yahoo.com (941) 776-2002	K-Kids Administrator, David M. Schmitt dave.schmitt@dseorl.com (407) 273-1126
Aktion Club Administrator, Barbara E. Pyle mooselady33@bellsouth.net (321) 452-8891	Governor's Project, Robert Filichia filichb@nationwide.com (321) 268-2638	Laws and Regulations, Allen D. Whetsell adwhetsell@aol.com (386) 439-9660
Apples for the Teachers, Judy Becker judy.becker@sfc.edu (904) 782-3502	Growth Ambassador, Mayra V. Perez brandy2411@aol.com (305) 460-0009	Liability Insurance / Risk Management, Robert W. Fowinkle popeye10@verizon.net (941) 750-0075
Audio/Visual Specialist, Wade Shrack wadeskiw@aol.com (954) 561-8313	Growth Coordinator, Melanie J. Winterheimer mjwinterheimer@bellsouth.net (386) 313-2838	Lieutenant Governor Liaison, James A. Powell jpowell229@verizon.net (813) 685-7411
Awards & Club Grading, Ray M. Watson rwatso5@tampabay.rr.com (727) 864-4096	Human & Spiritual Values, E. Garth Jenkins flakwfdn@cfl.rr.com (386) 738-1993	Membership Diversity, Claudette Hayles cahayles@yahoo.com (954) 741-4040
Builders Club Administrator, David M. Schmitt dave.schmitt@dseorl.com (407) 273-1126	Interclub Relations, Saied Taie-Tehrani saied@printhollywood.com (954) 680-7051	New Club Building, William Snyder billsnyder@peoplepc.com (954) 778-5503
CKI Administrator, Wade Shrack wadeskiw@aol.com (954) 561-8313	International Foundation, James V. Crum, II jimcrum@hotmail.com (352) 622-5380	New Club Counseling, William E. Rushing williamr76@aol.com (321) 268-3866
CKI Financial Counselor, William E. Rushing williamr76@aol.com (321) 268-3866	International Foundation, Joseph D. Zaks joezaks@aol.com (239) 592-5140	New Member Orientation, Robert S. Richar richarr@aol.com (561) 752-0804
Club Newsletters, Maggie Gunther maggiegunther@hotmail.com (954) 224-2825	International Understanding, Rhea E. Taie-Tehrani rheataie@aol.com (954) 680-7051	On to International Convention, Thomas M. Ramiccio tramiccio@aol.com (561) 582-5915
Community Service, Keith Forehand, II k.forehand@comcast.net (850) 277-2896	Key Club Administrator, Carmen Calzon carmencalzon@aol.com (305) 262-5466	Public Relations, Stephen P. Cummings mumbles109@aol.com (954) 966-6842
Education, Richard A. Wongsam richard@wongsamgroup.com (954) 389-0063	Key Club Financial Counselor, William E. Rushing williamr76@aol.com (321) 268-3866	Special Membership Programs, Edwin A. Lee elee34@tampabay.rr.com (727) 492-7621
Elections, Don Fineout dfineout@aol.com (352) 465-3211	Key Leader, Ronald F. Grisso rfgrisso@southernco.com (850) 864-5025	Young Children: Priority One, Tim Hart thart1@tampabay.rr.com (863) 647-3837
Every Child A Swimmer, James R. Martin jasmartin@aol.com (954) 566-3388	K-Family Growth, Brian Knowles brknowles@gmail.com (863) 221-2062	Youth Services, Joseph L. Claxton joe@spinmagnetics.com (863) 696-7112
	K-Family Recruiting, Jeremy Riehl riehlj@yahoo.com (407) 275-0747	

Kiwanis Key Leader

By Edward Ethington • eethingt@tampabay.rr.com

WOW!! What A great year we are having. Everywhere you look in the great Florida District you see new Kiwanis Clubs, K-Kids, Builders Clubs, Key Clubs and Aktion Clubs. One might wonder what is happening?

I must mention the fact that there seems to be a new spirit of Leadership taking place. I see more people stepping up, without being asked, to help when they see a need. I see a new concern about our personal Growth. I see people showing consideration for self, others and property. I see a new spirit of community building as a Kiwanis family. I see people who are concerned about achieving and expecting the best.

We are a great volunteer organization. In fact we state that, "We are a global organization of Volunteers dedicated to changing the World one Child and one Community at a time." If this is true then the change must first take place within us as individuals. We must develop personal integrity and make it ours. We must look at our personal growth and ask ourselves do we need to make changes in our attitude. We must show true consideration for self, others and property. We must develop positive relationships to achieve successful goals in our communities. Finally we must always pursue excellence, expecting and achieving the best.

THE MISSION OF KEY LEADER IS TO INSPIRE YOUNG PEOPLE TO ACHIEVE THEIR PERSONAL BEST THROUGH SERVICE LEADERSHIP.

On October 26th to 28th Key Leader will be offering an opportunity to young people from age 13 to 18 to attend an extraordinary Leadership Training seminar at Camp Lake Aurora, 237 Golden

Bough Road in Lake Wales, Florida. It is located 5 miles east of Lake Wales just off State Road 60.

This will be an opportunity for young people to learn and develop the Leadership skills that I have been describing. If you are a parent or grandparent of a High School Child, make sure you give them a real opportunity for growth. Encourage them to come to the October Key Leader program.



The Five Key Leader Principles:

- Personal Integrity** Doing the right thing
- Personal Growth** Developing in mind, body, and spirit
- Respect** Showing consideration for self, others, and property
- Building Community** Developing relationships to achieve positive goals
- Pursuit of excellence** Expecting and achieving the best

REGISTER NOW!! DON'T WAIT FOR SCHOOL TO START OR IT MAY BE TOO LATE.

The Cost for non-Key Club member is \$ 160.00. Key Club is \$ 135.00. Student Facilitators \$95.00. Chaperones \$95.00.

You may register on line by going to Web site: www.key-leader.org, Or for more information call H.P. Yorston, District Key Leader Chair (561) 355-2304 e-mail yorstonp@aol.com, Edward Ethington District Site Coordinator (863) 289-3668 e-mail eethingt@tampabay.rr.com

Education

By Richard Wongsam • richard@wongsamgroup.com • 954-389-0063

Florida Kiwanians who attended the District Convention in Marco Island saw a dramatic difference in the way educational training will be presented this year. Education classes were identified by groups that would most benefit by their attendance. For example, we had sessions geared to New Kiwanians, Sponsored Leadership Programs, Presidents, Club Officers, etc. By doing this, we wanted to attract more conventioners to sessions that would be most useful and make attending

"This year we have very experienced and talented District Chairs leading these programs"

the District Convention a more enjoyable experience. This year we have very experienced and talented District Chairs leading these educational sessions. In addition, we are bringing these programs to the Education Days that will be held throughout the District on February 23rd, March 1st or March 8th. This is your opportunity to learn about various topics that your Lt. Governor has selected for your Division. The Governor has mandated that all Education Day programs should include some sessions for new Kiwanians. This is very

important as the future of each Division rests on the efforts of the new members. Please look for the date when the Education Day will be held in your Division.

Club Presidents should remember to ask a District Chair to visit their clubs and make a presentation during a meeting. District Chairs are a valuable resource and they are looking for clubs with whom to share their knowledge. Call a District Chair today and invite them to your meeting.



Young Children: Priority One (YC:PO)

By Tim Hart • thart@platinumbank.com • 863-647-3837

Why is this a priority?

The young children of the Florida District are our the future, and this is something Kiwanis recognizes when it formed the YC:PO program. After decades of research it is essential to provide resources to the first three years of a child's life. Early childhood experts point out how much a child learns in the first three years determines the future success if that child. Children who live in a nurturing, educational environment were more successful in school and life. It is important that young children have opportunities to touch, taste, see, hear and experiment to be more ready to learn. By working with young children Kiwanis Clubs can set them on a path to learn more, be happier, succeed and love.

Club Solutions

Clubs can work with parents and caregivers to develop warm, caring relationships with children by:

- Conducting parent-education programs:
- Volunteering in home-visitation programs for pregnant mothers and new parents
- Supporting Family resource centers

Clubs can support high-quality preschool programs by:

- Conducting literacy programs
- Volunteering hours/funds to child care centers
- Creating toy-lending and parent resource libraries

Clubs can combat child abuse and neglect by:

- Participating in child abuse prevention programs
- Helping parents find affordable, quality child care

Clubs can give children a healthy start to life by:

- Educating women on proper prenatal care and nutrition
- Conducting immunization programs
- Funding preschool play and fitness programs
- Supporting children hospitals through Children's Miracle Network

Clubs can provide safe environments where children can play explore and interact by:

- Conducting campaigns on home safety, poison control, burn prevention and pool drowning
- Developing children's programs at zoos, museums, parks, toddler pools and fitness centers

Now you know what needs to be done to serve the children of the world one child one community at time. Kiwanis International provides a litany of material. Visit their website or try <http://kiwanis.kaplanco.com/kiwanis>. I also recommend joining Dr. Wil Blechman's e mail group. He is a great resource when it comes to YC:PO (WILBLECHMAN@aol.com).



Florida District is Leading the World in New Club Building

By Bill Snyder • billsnyder@peoplepc.com • 954-778-5503

Following a terrific year in establishing New Adult Kiwanis Clubs, our District continues to build new and exciting clubs faster than any other District in the world. Those of you who attended the seminars and the New Club Building Certification Program at the DCON on Marco Island have energized and committed yourselves to being the One that Can Make a Difference. I have been so involved in "parenting" these new clubs, that I sometimes sit back and wonder how high is up. The Florida District is getting great support from International in aiding us in whatever our needs are. I ask again that you schedule the International Club Development Manager as soon as possible. We have four available but need to know when you want to kick off that new "sibling" so that you can take full advantage of a great team to help you get the job done.

If we reach the goals that together we established, the world is your oyster and all the children reap the pearls of your efforts. Listen to the community and they will tell you their needs. Keep meeting with City and County officials to determine what is next. Look and plan way before it is built so that Kiwanis is the first in everything that is happening in your area. Include your Lt. Governor, your Certified New Club Builder and your own membership to keep the ideas flowing. If we build it, they will come.

Keep remembering that people want to be with people they are most comfortable in being a part of your organization. A 30 year-old is not going to enthusiastically embrace a club of members who are all retired. They would love a club of 30 to 40 year-old Kiwanians who are comfortable with doing the work of Kiwanis. Look at the areas you are truly not serving. Look at the areas that are changing demographically. Look at the new and look at the old, but give everyone in your community a chance to also be the One that Makes a Difference.

The time is now for real action as the holidays are approaching and there are children who truly need our help. Every school in the Florida District should have a Sponsored Leadership Program (SLP) (K-Kids, Builders Club, Key Club, CKI Club, Aktion Club), and we just do not have enough clubs to achieve that goal and in some instances not enough members. You have the support of myself, Bill Snyder, 954-778-5503 billsnyder@peoplepc.com, and Rhonda Vrell, International Club Development Manager 336-687-5498 rvrell@kiwanis.org, to be of any service to you in attaining your goals.



New Club Counseling

By Bill Rushing, Chair • williamr76@aol.com • 321-268-3866

Would you like to help "New Clubs?" We have a way you can do that! Let me bring you up-to-date on what has happened over the past few years throughout Kiwanis to our "New Clubs."

In all corners of Kiwanis, new Clubs have really struggled to survive to age five (5). In other words, a large percentage of Clubs that have been built in the last five years do not exist today. Why? Lots of reasons, but the main one is that potential problems were not identified quickly enough and addressed by the leadership of Kiwanis; that is, at all levels...International, District, Division and Club levels.

Governor-Designate Mark has asked that we start a new program here in Florida which will hopefully turn this problem around. **New Club Counseling**. Still want to help new Clubs? Good! Now here's how:

We are looking for dedicated Kiwanians, and I do mean dedicated, to serve as "New Club Counselors," and here is what we ask of you:

- **Attend 50 percent of the new Club's regular meetings.**
- **Attend 100 percent of the new Club's Board Meetings.**

Awards and Club Grading

By Ray M. Watson • rwatso5@tampabay.rr.com • 727-864-4096

As the new district chair for awards and grading, I begin this year with great anticipation and count it a privilege to be able to serve Governor Taylor and the District of Florida Kiwanis in this most important and challenging endeavor.

Awards serve many purposes; club recognition, individual recognition, recognition on both the local community level and on the state and international level. The awards help people to understand the many and varied projects in which Kiwanians are involved.

Governor Mark has asked that we support the special membership drive efforts of **MMMM - MIDNIGHT MADNESS MEMBERSHIP MARATHON, SPECIAL GUEST DAY AND 100 IN 100**. Show your banners and awards during this time as they are great recruiting tools and help to introduce prospective and new members that your club is a "getter done club". They show that your club has been recognized for supporting the children of your community, your district and the world.

We feel that all the awards, both club level and personal, are impor-

tant but one of the most exciting awards is the Club of the Year award and is open to every club in the district. We hope to make this most prestigious award a main event at the annual Governor's luncheon at next years district convention. This award brings earned recognition not only to the club but to the division in which they are a part.

Each club has long term goals. Let trying for award recognition for your club be one of those goals. Reward your club and membership for the outstanding service they provide to your community. See that those members who go above and beyond are recognized for their efforts.

The committee, made up of a representative from different geographic areas of the state, looks forward to providing you with any assistance needed in attaining this goal.



Tallahassee Kiwanis Club Member Spearheads Approval of New Classic Boat Stamps

A new series of classic wooden boat stamps has been approved by a U.S. Postal Service committee after five years of lobbying by members of the Chris-Craft Antique Boat Club. The 3,000-member national organization has been led for 25 years by now-retired Tallahassee attorney Wilson Wright, who also publishes its quarterly magazine and is a member of the Tallahassee Kiwanis Club.

The four-stamp series features wooden speedboats built in the early to mid-20th century.

Mr. Wright has been the spearhead of his organization to have this event celebrated," said Marlena Hopkins, customer-relations coordina-

tor for the Tallahassee post office. "It's through his passion we have this stamp."

Wright began writing letters and lobbying government and postal officials in 2001. In 2002 and 2004, his organization conducted letter-writing campaigns. The Citizens Stamp Advisory Committee in Washington, D.C., receives 50,000 requests for commemorative stamps each year but only 20 to 25 such stamps are issued.



Wilson Wright with engravings of the new classic boat stamps.