



## Kiwanis Education

By Richard Wongsam, District Chair, Education

The Florida District wrapped up their convention on Sunday August 24th in Jacksonville. Tropical Storm Fay delayed the arrival of many of the members but the turnout was impressive as we gathered to say goodbye to Governor Mark Taylor and welcome to Governor Dave Liddell. The Educational sessions were very well attended as Kiwanians from throughout the District sought new ideas for projects and new information about old subjects. We had sessions geared to New Kiwanians, Sponsored Leadership Programs, Presidents, Club Officers, etc. The Club Leadership Education (CLE) sessions saw a tremendous amount of leaders in attendance as they learned about the vision of the Governor and the nuts and bolts of how to do their jobs. By doing this, we wanted to attract more conventioners to sessions that would be most useful and make attending the District Convention a more enjoyable experience. This year we had very experienced and talented District Chairs leading these educational sessions.

This year we will be returning to the Zone Conference concept

and all areas of the District will be covered, from Niceville to Lake City to Tampa, Orlando and South Florida. We will be bringing our educational training team to you. Governor Dave and members of his team will be visiting all areas to deliver his message and to meet with all Kiwanians. This is your opportunity to enjoy the fellowship with your Kiwanis brothers and sisters, learn more about Kiwanis and get answers to all the questions that you have about Kiwanis. This is the time to invite a guest to join you in attending this 4 hour session and maybe getting them to then join Kiwanis. All dates and locations for the Zone Conferences will be published shortly.

I want to thank the District Chairs and presenters for the exceptional efforts that were made in making the District Convention a successful event. The Educational sessions went well and the table displays were very good under some trying circumstances. See you at the Zone Conferences next year.

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# Kiwanis Growth

By Eddie Lee, District Chair, Growth Coordinator

For much too long, The Florida District of Kiwanis has been content being a good organization, doing good things in communities throughout the District. As I have traveled extensively through my birthplace, I am struck by the variety of service we provide. I am also aware that this good organization we all cherish has done a poor job preparing ourselves for the future. We seem, at many levels, to be waiting for something, and we aren't sure what, to come along and "fix" everything.

Author Jim Collins and his staff spent 5 years amassing over 15,000 hours trying to determine the principle differences between organizations that all started out good, in which some grew to be great while others sank into a quagmire of mediocrity and often finally disappeared. In the Florida District we need look no further than Eckerd Drugs as an example.

The first sentence of his book, *Good to Great*, sums it up nicely. "Good is the enemy of great". Think about that. We don't have great schools because we are satisfied to have good schools. We don't demand great government because we are delighted when government is good. When is the last time you heard someone refer to your Club as great? We seem to have settled into the comfort of knowing we do good things, content on being a part of a good Club with good members. All the while, our total service hours are down over 250,000 hours a year from its peak years. Young Children: Priority One has been moved to the back burner and the heat reduced. More than 3,100 schools in the Florida District go without a Service Leadership Program. And at a time when children's programs are having their funding slashed, we have lost 5,500 members (or

11,000 hands) for service.

Change is not something that is on the way. We are surrounded by it. How we react will determine if we will join the ranks of great organizations or slip into the comfortable pattern of being content with good. If we choose the latter, we also choose to heighten the probability that we will one day become irrelevant and, sadly, just slip away. Never happen you counter. That's exactly what Eckerd leaders would have said 20 years ago.

We must retool our Clubs and our thinking if we are to reach our potential. It starts with understanding the mindset that will allow us to develop a culture of growth, which will also require us to change our approach to recruitment and retention. Part of that culture will require us to wear our Kiwanis pin every day and wear Kiwanis brand clothing when appropriate. We need to develop a 60 second elevator recruitment speech and use it on a regular basis. Each of us must expect the leaders of our Clubs to have excellent weekly programs and an active service calendar. We need to take a close look at our community profiles and model our Clubs to more closely represent them. We should embrace online eKiwanis Clubs and have them as an alternative for members who are willing to provide assistance with

our service programs, but are not necessarily always going to attend meetings. Engage your Club in an open, ongoing conversation, remember to value other people's ideas and keep an open mind.

We have a very talented and dedicated nine person Growth Team, and we are willing to assist you at any time. We are asking that you begin your Club's ascent to greatness by doing these three things. (1) Have your Club members trained to recruit and retain members. Contact Tracy Seider, District Training Chair, at [tracyseider@comcast.net](mailto:tracyseider@comcast.net) or (941) 349-7109. (2) Divide your Club into four person teams and have each team commit to enlisting 1 new member from now until August 1, 2009. Contact Eddie Lee, District Growth Coordinator, at [elee34@tampabay.rr.com](mailto:elee34@tampabay.rr.com) or (727) 492-7621. (3) Conduct a Special Guest Day between now and January 1, 2009. Contact Diana Christen, Special Programs District Chair, at [dianachristen@bellsouth.net](mailto:dianachristen@bellsouth.net) or 386-793-0050.



**GOOD TO GREAT... EMBRACE THE POSSIBILITIES**



# Being Distinguished is Easy as 1-2-3

By Dawn Campbell, District Chair, Awards

Being a Distinguished Kiwanian or a Distinguished Club is easy as 1-2-3. Any club member in good standing can earn the status of a Distinguished Member if the following criteria are met: 1) sponsor two new members, 2) attend either a midyear conference, International Convention, or District Convention, and 3) participate in six Kiwanis service efforts. Financial support of the Kiwanis International (KI) Foundation is also required. However, this criterion can be achieved if the member's home club gives at least \$5/member to the Foundation.

To be recognized as a Distinguished Club, a club must excel in 1) service, 2) leadership education, and 3) growth. Any club that accumulates at least 80 points and submits its Kiwanis Annual Report can be Distinguished. The President and Secretary of a Distinguished Club must also be a Distinguished Member in order to receive a lapel pin for Distinguished President and Distinguished Secretary, respectively. The following is a summary of various opportunities for a club to earn 80 points:

### Service

- Sponsor a K-Kids, Builders Club, Key Club, Circle K, Aktion Club, or Kiwanis Junior - 10 points
- Build and charter a new club from the above list - 5 points maximum
- Participate in a Kiwanis-branded service project, such as Young Children: Priority One, Read Around the World, Bring Up Grades, Terrific Kids, Key Leader - 10 points
- Give at least \$5/member to the KI Foundation Annual Gift campaign - 10 points

### Leadership Education

- Club President and Secretary attend the Club Leadership Education (CLE) training (or equivalent) prior to assuming office - 20 points (10 points each)
- Provide all new members the Kiwanis International new member orientation - 10 points
- The Kiwanis club is represented at two of the following (or equivalent): the District Midyear Conference, KI Convention or the Kiwanis District Convention - 10 points

### Growth

- Have a net membership gain by the end of the administrative year: 1 member - 10 points, 2 members - 20 points; 3 members - 30 points. More than 5 members - additional 10 points
- Sponsor (or co-sponsor) a new Kiwanis club - 20 points

**“A Distinguished Club must excel in Service, Leadership Education & Growth.”**

Last October, through tremendous team effort, 100% of the clubs in our District submitted the Kiwanis Annual Report. This was a first, and I am sure it won't be the last! The electronic submission of the annual reports via [kiwanisone.org](http://kiwanisone.org) offers the simplest, cleanest, easiest, most trouble-free process. **The deadline for all 2008 - 2009 Club Annual Reports to International is October 31, 2009.** This year it should be easier to complete the Annual Report since club secretaries have been submitting their Official Monthly Club Reports to International online via [kiwanisone.org](http://kiwanisone.org). The Official Monthly Reports must be submitted electronically **by the 10th of each month.**

There are 31 awards (22 at the club level and 9 for individual members) that are available through the Florida District Awards Program. They are based on 12 months activities from October 1, 2008 to September 30, 2009 and require online submissions of monthly reports. Clubs must file separate Committee Reports online at [www.floridakiwanis.com](http://www.floridakiwanis.com) for each award competition they wish to enter. Other than Club Administration, information reported on the Official Monthly Club Report is not reviewed for competition for any of the Florida awards. Most of the club awards require the online filing of both the Monthly Committee Chair Report and the Official Monthly Report **by the 10th of each month.**

Online reporting makes preparation and submission of the Outstanding Club of the Year application a lot easier. It will be faster to tabulate information such as money and service hours donated and contributed as well as the number of individuals or groups benefiting from the numerous projects conducted between October 1 2008 and September 30, 2009.

I want to applaud the clubs for filing their monthly reports to International and the Florida District “online and on time”. If you need help filing any of your online club reports contact me at 305-969-4855 or [dawnacampbell@bellsouth.net](mailto:dawnacampbell@bellsouth.net) or Jose Josinvil at 407-324-9800, ext. 10. It takes the teamwork of the Committee Chairpersons, Presidents, and Secretaries to get the reports done. As Kiwanians, teamwork is easy when we are “Serving the Children of the World”.