

Capital District Kiwanis

Serving the children of the world



MiniBuilder

June 2011 — July 2011

Dave Maloney, Editor

Governor's Message by Governor Tom Varner



In the last few meetings I have attended, the talk has gotten around to communications and how we reach different generations. As most educators know, to reach all of the students, you have to employ multiple teaching methods and techniques. Some students learn by listening, some by reading, some with pictures, and some by experience.

It is apparent that we must use a multi-media approach if we want to reach out to all age groups and all generations. I have never met anyone lately that has not realized that we need more young members and more diversity in Kiwanis. We need to reach out to these groups in the medium that they are most comfortable with in today's world. I found the

following chart by Louis Lloyd in the Sunday, May 22, 2011, *Richmond Times Dispatch*:

| GENERATIONS* | | | | |
|------------------------------|-------------|---------------|------------|--------------|
| | Silent | Boomers | Gen X | Millennials |
| Years | 1929-45 | 1946-64 | 1965-82 | 1983-01 |
| Outlook | Practical | Optimistic | Skeptical | Confident |
| Work ethic | Dedicated | Driven | Free Agent | Goals |
| View of Money | Pragmatic | Spenders | Debtors | TBD |
| View of Leadership | Hierarchy | Pay your dues | Competence | Egalitarian |
| Medium | Radio/Print | TV | Computer | Mobile |
| Orientation | Independent | Individual | Family | Co-dependent |
| *Greatest Generation 1909-28 | | | | |

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(cont'd on page 2)



KIWANIS
2011 CAPITAL DISTRICT
CONVENTION
August 19, 20 & 21, 2011



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Governor's Message (cont'd from page 1)

If we look at the row labeled "Medium", we see everything from newspaper and radios to mobile media. The latter are the BlackBerry's, the I-Phones, the I-Pads, etc. I notice in my Distance Education or Internet courses that even though they are on the computer more and more, students are using their mobile devices to communicate rather than opening their computer's email feature.

What this should be telling Kiwanis is that whenever we want to reach out to people we need to employ radio/print, television, computers, and mobile communications media and methods. If you will go on line, that is log on to either the 2011 District Convention homepage at www.kiwaniscdc2011.com or the Kiwanis International home page at <http://www.kiwanisone.org> you will see links to Facebook, Twitter, You Tube, Flickr, and other social media. These reach the Millennials and GenX.

However, we cannot forget the Greatest Generation, the Silent Generation, and the Boomer Generation. We need to get our message on television and the radio and we need to get stories into the newspapers. We have to depend on other people who control these media to get the message distributed, and that is our problem. How do we convince the publisher and station managers that Kiwanis has a message and it needs to be heard?

We do have a very sellable product and we need to market our biggest assets. The first of these is our Service Leadership Programs. The second is our service in the community. This is why Kiwanis exists. That is the reason Kiwanis is the greatest service organization in the world. Kiwanis International has ready-made radio and television spots, but we need to make our own spots. It may take nothing more than a camera shot of young people receiving help or working to help others.

Sometimes we make fun of our members who always have their cameras and have many photo

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last day of the month preceding publication

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Organized August 23, 1918**Governor**

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Governor's Message (cont'd from page 2)

ops of Kiwanis in Action. That is what the media want. It is our job to take the pictures and send them to the print and broadcast media for publication. Remember to record your work in community service and with the young people, they will help you reach the media and the community.

MONTHLY DIARY

This has been another challenging and diverse month of travel. After the Lieutenant Governor Conference ended on the first, I flew to Indianapolis on Thursday, April 5 to attend the Maternal Neonatal Tetanus (MNT) (Project Eliminate) conference with Governor-Elect Jeffrey Wolff, MNT Chair John Tyner, Kiwanis International Trustee Jerry Peuler and Kiwanis International Foundation President-Elect Hugh Siggins. The session was presented in two parts. John and the financial campaign chairs met to go over collection and pledging strategies. The rest of us met

with other District leaders to discuss ways to use programs to promote MNT and Kiwanis. In this campaign, we want to grow membership in Kiwanis as well as to collect \$110 million dollars to eliminate MNT. You will be hearing more about this in the future.

On Thursday, May 12, I made my official visit to Division 10 as a part of the Manassas' Steak Cookout. This event has traditionally kicked off the campaign season for Kiwanians who are running for Governor-Elect. Our one candidate, Carolyn Richar, attended and addressed the attendees. Past Kiwanis International Foundation President Jane Erickson who is a candidate for Kiwanis International Trustee was also present. This is always a fun event and this year was no exception.

On Tuesday, May 17, I attended the Spiritual Aims Breakfast with the Heart of Virginia Region. On Friday,

Lin and I and most of the living Past Governors attended their annual meeting in Shepherdstown WV. It was a weekend of great fun and fellowship and I was impressed with the positive support for the District and Kiwanis exhibited by our past leaders. PG Tom and Carol Ganse were our hosts, and they did a tremendous job of arranging and making everyone feel at home.

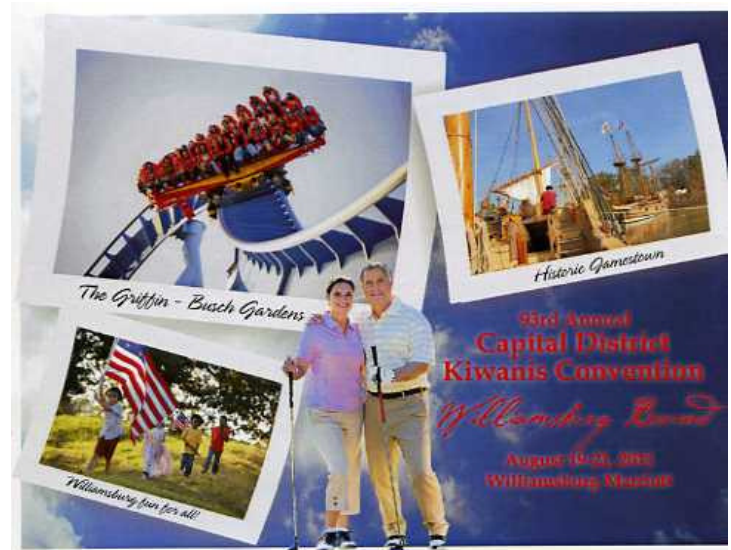
This past Monday through Wednesday was a wild experience. Between 8 AM Monday when we left our home until yesterday at 4 PM, Lin and I drove 999.2 miles and visited three clubs in Southwest Virginia. On Monday, I dropped Lin off at a friend's house in Wytheville, drove to Abington to pick up Past Trustee Jack White, and then drove to the Kiwanis Club of Wise. I met with the founder of UVA-Wise who was a real fountain

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(cont'd on page 4)

In Memoriam**April—May 2011**

Schuyler Stebbins, Northern Neck, Va.
Garth Griffith, Tuckahoe, Va.
Dean Pickens (Past Lt. Governor), Parkville, Md.
William Jeunette, Winchester, Va.
Horace Deans, Portsmouth, Va.
Floyd Whitaker (Past Governor), Williamsburg, Va.
Thomas Turner, Bassett, Va.
Charles McDougal, Mount Vernon, Va.
Berldene "Dean" Pickens, Parkville Club
Harold Johnson, Waynesboro, Va.



Governor's Message (cont'd from page 3)

of information. He knew all of the people I worked with in the Community Colleges.

On Tuesday, I went back to Abington for the Kiwanis Club of Abington meeting at noon. They are another great group of fun loving, vibrant Kiwanians. They had two young potential members as guests. One was an attorney for Abington and one was a banker. They will both be an asset to the club, so I hope the club can close the deal.

After the meeting, Lieutenant Governor Jon Rife, who is also the Trustee-Designate from Southwest Virginia, led me to Grundy where I got a tour of the town and an insight into its modernization and expansion. This was a real

highlight as I inducted two new Kiwanians. One is a pediatrician and internist and the second is the new Scout Director for the area. It was interesting in that both were natives of Grundy who had left and had returned and were excited about being able to give back to their community.

I drove back to Wytheville Tuesday night and I believe I have every bug in the mountains on my car. Early Tuesday, Lin and I said goodbye to Sue and left for Roanoke to visit the Kiwanis Club of Roanoke. This was another exciting meeting. The club presented scholarships to six senior selected from over 40 applicants. Five of the scholarships had corporate sponsors and the sixth funded by the

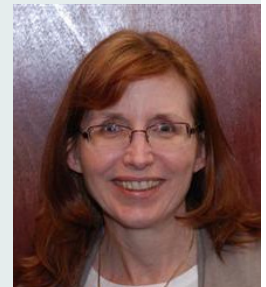
Club's annual pancake breakfast. It was great day and great young people. We can be proud of what we do help our young people their lives.

Now I am back in Ashland with 117 emails to read and other work to finish. This week is what it is all about with new people, new clubs, and our youth. We do good work. We should be proud of what we do and we should let the world know we are Kiwanis and we grow our communities and develop our young people into the leaders of tomorrow. Now, let us all go out and do something good for our youth and our communities.

Governor-Elect Candidate 2011-2012

In accordance with the Capital District Policy Statements, qualified members who have filed their intention of being a candidate for the office of Governor-elect may have their candidacy announced District wide beginning on the second Friday in January.

The Kiwanis club of Fairfax, Virginia, supported by all of the clubs of Division Twenty, has presented Carolyn Richar (right) as a candidate for the office of Governor-elect of the Capital District for the 2011-2012 Administrative year.



Ellis H. Stroup, District Secretary-Treasurer

CAROLYN RICAR
CANDIDATE FOR
GOV-ELECT

138 Students Participated in This Year's Key Leader Weekends

by Nicole McDermott



Our two 2011 Key Leader weekends have passed and were both highly successful. 138 students participated in both events along with 24 Kiwanis members! Thank you to Past Governor Yvonne Holley of the Kiwanis Club of Virginia Beach, Virginia, for serving as the Jamestown 4-H/Williamsburg site coordinator, and thank you to Corey Goggin of the Kiwanis Club of Tysons Corner/McLean, Virginia, for serving as the Arlington Echo/Maryland site coordinator. And, kudos to the Key Leader District Committee for their enthusiastic promotion of this program all

around our District.

To all of the Kiwanis Clubs that made Key Leader a priority - listening to someone on the Key Leader District Committee speak about it or reading an email from me, thinking about it, putting it in your club budget, identifying a

student or more to sponsor, and seeing it through so that the student actually attended - THANK YOU! Because of you, 138 teenagers have now changed their outlook on life and their place in our world. Because of you, they feel empowered and KNOW that they have the power to change themselves and their world. Because of you, 138 teenagers now understand service leadership and the values that come with that. This IS Kiwanis: changing the world, one child (teenager) and one community at a time.



Stop Hunger Now! program

by Tim Meyer, Lt Gov Division 23

"We challenge all Capital District divisions and clubs to come up with \$100 per club to help make 100,000 meals a real possibility," said Division 23 Lt. Governor Tim Meyer in a recent email to his district peers. He was talking about a District Convention service project in support of Stop

Hunger Now, an international organization that works toward the elimination of hunger world-wide.

Tim was issuing a challenge to each Capital District Club to make a \$100.00 commitment to the project. The Tysons Corner/McLean Kiwanis Club

is the first in the Capital District to pledge funds to support the August Stop Hunger Now project.

The published goal for the one-day effort in Williamsburg is to package 50,000 meals, but if Capital District clubs can raise enough,

(cont'd on page 3)

STOP HUNGER NOW
IS AN
INTERNATIONAL
ORGANIZATION
THAT WORKS
TOWARD THE
ELIMINATION OF
HUNGER WORLD-
WIDE.

2011 DCON Registration

Registrations are now being accepted for the Aug 19 - 21, 2011 Capital District Kiwanis Convention at Williamsburg, VA. We will be staying at the Williamsburg Marriott. Please call early for reservation at 1-800-442-3654. Be sure to mention you are with the Capital District Kiwanis Convention to get the Convention hotel rate.

"Williamsburg Bound"
History in the Making
CAPITAL DISTRICT CONVENTION 2011
The Williamsburg Marriott
Williamsburg, Virginia
August 19-21, 2011

REGISTRATION FORM
Use One Registration Form Per Kiwanian/SLP Member

Last Name _____ First _____ MI _____ Name on Badge _____
 Mailing Address _____ First Time Attendee? _____
 City _____ State _____ Zip _____
 Home Phone () _____ Business Phone () _____
 Email _____
 Member of Kiwanis/SLP of _____ Division _____
 Club Location _____ Current Club/District/Int'l office _____
 Guest Names _____ First Time? _____ Name on Badge _____
 _____ First Time? _____ Name on Badge _____

Kiwanis International

_____ Tablet of Honor

_____ Hixson Fellowship

_____ Heritage Society

_____ Kiwanis Fellowship

_____ Life Member

_____ Legion of Honor

MEMBERSHIP DESIGNATIONS

Capital District

_____ Found. Life Member

_____ Tablet of Honor

_____ Founders Society

_____ Foundation Board

Past Kiwanis Officers

_____ Past K.I. Officer

_____ Past Governor

_____ Past Lt. Gov.

_____ Past President

| REGISTRATION FEES BEFORE AUGUST 1ST | <i>Total Number</i> | <i>Fee</i> | <i>Total</i> |
|--|-------------------------|------------|--------------|
| <i>Registration fees must be paid to participate in any District Convention event</i> | | | |
| Member Registration: Kiwanis - \$40 SLP - \$0 (After August 1 st Kiwanis Fee is \$50) | 1 | \$ | \$ |
| Guest Registration Fee (Children under 10 - free) (After August 1 st \$50) | | \$40 | \$ |
| Friday Night Picnic/Pool Party/Ice Cream Social (After August 1 st \$30) | | \$25 | \$ |
| Stop Hunger Now Service Project- Saturday all day event | | \$ 0 | \$ |
| Saturday Activity- Bus Tour of Jamestown & Williamsburg (After August 1 st \$40) | | \$35 | \$ |
| Saturday Awards Breakfast - 7:30 AM (# vegetarian entrees _____) (After August 1 st \$26) | | \$21 | \$ |
| Saturday Fellowship Luncheon - Noon (# vegetarian entrees _____) (After August 1 st \$28) | | \$23 | \$ |
| Saturday Governor's Banquet - 7 PM (# vegetarian entrees _____) (After August 1 st \$40) | | \$35 | \$ |
| Sunday Inspirational Breakfast - 8 AM (# vegetarian entrees _____) (After August 1 st \$26) | | \$21 | \$ |
| Package Registration- all meals and registration (\$160 AFTER August 1 st) | | \$140 | \$ |
| TOTAL (_____ Charge my Visa or MasterCard or _____ Check to Capital District Kiwanis) | xxxxxx | xxxxxx | \$ |

CREDIT CARD INFORMATION

Card Type _____ Card Number _____ Expiration Date _____
 Signature _____ Date _____

MAIL FORM AND CHECKS TO: KCDC 211 Attn: Karen Lawson, P.O.Box 5684, Williamsburg, VA 23188
 Contact Karen Lawson at 804-694-7586 or via E-Mail at info@KiwaniisCDC2011.com
 NO REFUNDS AFTER FRIDAY, AUGUST 5, 2011
 ALL CANCELLATIONS MUST BE IN WRITING & RECEIVED BEFORE AUGUST 5TH

HOTEL ROOMS

The Williamsburg Marriott, 50 Kingsmill Road, Williamsburg, VA 23185

Make reservations directly with The Williamsburg Marriott - Conference rate of \$99.00 per night includes parking
Mention "Capital District Kiwanis" to guarantee Conference rate

For more information, visit the Conference page of the District Web Site (<http://www.kiwaniiscdc2011.com/>)

Stop Hunger Now (cont'd from page 5)

as many as 100,000 meals is a real possibility. According to Meyer, "We plan to have a work station set up at the District Convention in August. Anyone that comes can package meals for this great project. Our goal is to make over 50,000 meals during that weekend, but we could go as high as 100,000 meals, depending on donations." That means we need at least \$12,500 and the more we raise, the more meals can be prepared.

Meyer and other Kiwanians in Divisions 23, 21, 16 and 13, (the Hampton Roads Region) experienced firsthand the Stop Hunger Now meal packaging process at our February 2011 K-Family Reunion (Mid-Winter) conference in Norfolk. "Our Hampton Roads region during our mid winter conference prepared and shipped over 10,000 meals," he says. "You see each meal costs 25-cents each. We were able to raise more than \$3000 at the mid-winter to help this great project." He emphatically adds, "Kiwanians actually assembled and packaged these meals and got them ready for shipment."

Tim wants to collect all of

the \$100 donations from clubs between now and July 1st. That's necessary to plan for the amount of materials to have on hand for use during the convention. He also recognized that there will be other expenses close-to and during the convention and is trying to take care of this project early, "By collecting funds now there will be no worry of funds at the convention and we can prepare and ship the number of meals that we have money for."

"Our goals is to provide a project at the convention that everyone can spend 15 or 20 minutes on while they are there and feel the power of this great project which helps so many. I have personally made these meals and have felt the immense feeling of doing something that will impact others lives," he said.

Clubs (or anyone else) can make donations by going to the Convention Web Site at:

http://www.kiwaniscdc2011.com/Stop_Hunger_Now.html Fill out the on-line pledge form and then put a check in good old snail-mail to:



STOP HUNGER NOW

Stop Hunger Now

c/o Tim Meyer, Lt Gov
Division 23
229 Mill Stream Way
Williamsburg, VA 23185

We will be showing these meal donations on our website www.kiwaniscdc2011.com. Be among the first to sign on to Stop Hunger Now as Capital District Kiwanis continues with "history in the making" this August in Williamsburg.

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We're on the Web!

Capital.Kiwanisone.org

VCU Circle K President Visits Cambodia by Harold Gibson

Avanti Kollaram (below), President of the VCU-CKI Club, which the Kiwanis Club of Richmond sponsors, recently visited Cambodia on behalf of Kiwanis

International and UNICEF. Avanti was there supporting a program called ELIMINATE, which seeks to promote immunization to prevent maternal and

neonatal tetanus. She was there April 1st through April 10.

From her blog on this journey, she says "I know I won't always be able to come visit children in Cambodia, and other

areas of Asia that need our help, but I know there are other ways of helping them. What an amazing world we live in where everyone is capable of helping everyone else. We are able to see others in need and we are all capable of helping them. Have you ever really thought about it? I know I haven't until now. We should be so grateful for that alone."

Congratulations to Avanti and VCU. Dennis Bussey is the Richmond club's contact member with the Circle K club and recently hosted all the officers at a club meeting.

