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kiwanis.org/convention
Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

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FUTURE CONVENTIONS
Indianapolis, Indiana, USA, June 25–28, 2015
Toronto, Ontario, Canada, June 25–26, 2016
Paris, France, July 15–16, 2017

KIWANIS (ISSN 0162-5276) is published monthly except February, May, July and November by Kiwanis International. POSTMASTER: Send address changes to Kiwanis, 3636 Woodview Tr., Indianapolis, IN 46268-3196. Periodicals postage paid at Indianapolis, IN and additional mailing offices. (CPC Pub Agreement #40303511) Return undeliverable Canadian addresses to Kiwanis, 2855 Sheppard Ave. E., Toronto, ON N8T 3B7. Member’s annual subscription is US$8. Nonmembers may subscribe for US$12 per year.

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Vintage cover illustration by Curtis Billue

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**John Button | Kiwanis International President**

**The Party Begins**

January 21, 1915—the day the world changed. On that day, the State of Michigan granted the charter to the Detroit No. 1 Kiwanis Club, and the world changed forever. Troubles surfaced soon after the chartering forever. Troubles surfaced and the world changed. On that January 21, 1915—the day the State of Michigan granted the charter to the Detroit No. 1 Kiwanis Club, and the world changed.

The party begins Lessons for the future

John Button | Kiwanis International President

President's Message

The success of The Formula depends on you. A formula is a prescription, and in the case of The Formula, it is a prescription for the future. It is so simple. Love Kiwanis. Love the fun, fellowship and service. Share Kiwanis. Share what you love about Kiwanis with others. Live Kiwanis. Make Kiwanis part of every day. And the loving of Kiwanis will follow.

It’s a circle. When Kiwanians around the world complete the circle, the next century will be ours for the taking. Let’s party!

**Executive Perspective**

**Stan Soderstrom | Kiwanis Executive Director**

**Lessons for the Future**

As we've prepared this 100th anniversary issue of Kiwanis magazine, we decided to not only share the rich legacy of Kiwanis community impact, but also point our sights to the future. The second Kiwanis century begins this month.

I've been a part of the Kiwanis family since 1974 when I joined Key Club, and this column is dedicated to some lessons I've learned in this organization, especially those that might help other leaders strengthen our membership and increase our community impact for the coming years.

First, people join people. It's always the personal invitation to another that brings a new member into a club. Billboards don't do it. Advertising doesn't do it. Mailings don't do it.

Second, it's at the local level where Kiwanis service takes place. I've seen divisions and districts organize service projects before, but the truly impactful ones take place in towns, cities, and neighborhoods—communities—around the world. Kiwanis clubs exist for communities.

Third, Key Club and CKI members become Kiwanians later in life because one or more Kiwanians provided mentorship, guidance and friendship to them.

Fourth, Kiwanis clubs are best suited for people whose children have grown up and moved away, leaving their parents with extra time and financial resources. As your club ages, invite "empty nesters" to participate in the Kiwanis experience.

Fifth, I’ve learned that if you are going to make a difference in your community, it takes work. We just can’t get around that. It's no surprise that reduced efforts produce smaller results.

As I've read many of the stories of early-day Kiwanis clubs, I've noted the early members set their sights on improving the lives of children in their communities. Members always coupled fundraising with roll-up-your-sleeves service. They didn’t seem to be afraid to contribute their own money. And, they always had fun. Crazy hats, silly songs, pranks—these all seemed to be part of the experience.

One last comment: If you want to see what we think Kiwanis looks like in the future, I invite you to read “Back to Our Future” on page 50. We think we’ve got a very exciting future.

Thank you for being part of our 100th year Kiwanis celebration.
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HAPPY 100TH ANNIVERSARY KIWANIS!
WHAT YOU NEED TO KNOW
TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL

PARTY PARTNERS
Kiwanis International’s partners are joining in our 100th anniversary celebration in a big way:

Landscape Structures has personalized playground designs, and Nickelodeon will be sending its popular TV characters to Centennial Tour playground ceremonies.

Up with People has signed on to perform at the Kiwanis International convention.

Scholastic is offering an anniversary-theme book fair for clubs to sponsor. And DollarDays will have monthly giveaways, such as 100 fleece blankets, to supplement clubs’ service projects.

Learn more at http://kwn.is/ki2014pr.

ON SOCIAL MEDIA
Julie Watterson on Facebook

“I love my Kiwanis club family statuses that appear on my newsfeed in languages I can’t read but the photos tell the story how we are all working on the same thing: improving the world, one child, one community at a time.”

PUBLIC RELATIONS
Kiwanis club members do their best to share news about their clubs’ activities and fundraisers. To solidify the clubs’ good intentions, the Kiwanis International Board has recommended that clubs and districts add a public relations chairperson to oversee public relations, image and marketing. The appointee will soon receive a monthly email with tips and trends in getting messages to the media.

Learn more at http://kwn.is/ki2014pr.
“If we keep our doors wide open for young professionals between the ages of 26 and 40 years old, and if we are ready to accept their habits and their ways of working, only then will we succeed in building a Kiwanis for the next century. Few criteria but large results.”

Vincent Salembier  
Kiwanis International-European Federation president

HAPPY BIRTHDAY TO YOU

This is it! The big 100!

January 21 marks one century of Kiwanis service, but this birthday party will last for days. Even months.

Some of the highlights:

It all started in Detroit, Michigan, so Kiwanis is heading to the founding city, January 23-24, for the Detroit 100th Anniversary Celebration (www.kiwanis.org/detroit).

The Kiwanis Centennial Tour will visit 12 communities to raise awareness of Kiwanis and, in many cases, leave a legacy of service to children: a special Kiwanis playground (see page 49).

The Kiwanis family will gather in Indianapolis, Indiana for the 100th Annual Kiwanis International Convention, June 25–28. Aktion Club, CKI and Key Club will be there too for their respective conventions.

The convention also will feature the presentation of a birthday gift to the world: the completion of The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.

Find more about the anniversary and ways your club can celebrate locally at www.kiwanis.org/kiwanis100.

REJUVENATION

In the United States, Kiwanis clubs are required to file one of three Form 990 reports for the Internal Revenue Service. Learn more at www.KiwanisOne.org/form 990.
RECOGNITION OPPORTUNITY

Kiwanis believes in keeping children strong, healthy and learning. That’s why our partnership with the U.S. Army is so important. Both organizations believe in improving the physical health of and education for children. Consider nominating a Key Clubber for the U.S. Army’s Pro Football Hall of Fame Award for Excellence, an honor for students who show commitment and integrity in the classroom, on a sports team and within the community. Former Key Club member Nate Lowis of Springfield, Illinois, won the award during its inaugural year in 2012. Learn more about the U.S. Army—Pro Football Hall of Fame Award at http://www.profootballhof.com/Army.

WE’RE JUST GETTING STARTED

“It’s great to be a Kiwanian! Not only are we celebrating a century of serving the children of the world, but soon we will celebrate the elimination of a disease. And, this is just the beginning.”

Susan A. "Sue" Petrisin Kiwanis International president-elect

ONE DAY MORE

There have been more than 36,000 days since Kiwanis was founded on January 21, 1915. April 4 will add one more. But what a day it will be! That Saturday, Kiwanis clubs worldwide will present their communities with 100th anniversary gifts: Kiwanis One Day. Start planning your club’s day of service today; visit www.kiwanis.org/oneday.

ON SOCIAL MEDIA

Josh Barnett on Twitter

“Great #Kiwanis membership gathering and social last night! I loved the chance to share my passion for service.”
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THE NEXT 100  WHAT CAN YOU DO TO MAKE YOUR CLUB EVEN MORE IMPACTFUL THIS YEAR AND IN THE YEARS TO COME?

LOVE IT. Together, you and your club members can do more than what you could do alone. Commit to doing more of what you love and what your community needs.

SHARE IT. Don’t be shy to share your success. If you don’t, who will? Tell the media. Tell your other organizations and businesses. Tell your friends and family—and ask them to join you in service. Imagine what more you could do if there were more hearts and hands working alongside you.

LIVE IT. Dream big. Plan to do something this year that will show everyone your membership pride.

This is The Formula: Love being a Kiwanian. Love your club. Share it with others. Live it.

www.kiwanis.org/TheFormula

IN MEMORIAM

NORIS A. LUSCHE, 1989–90 KIWANIS INTERNATIONAL PRESIDENT

A MOUNTAIN

Noris Lusche was a mountain man. Not so much in the sense of a heroic adventurer, though he loved the rugged Colorado Rockies where he lived, fished and played golf. But he also scaled the peaks of leadership, as a banking executive, member of the Golden K-Foothills, Lakewood Kiwanis Club and as our 1989–90 Kiwanis International president. Simply put, Noris got things done. Tragically, Noris died this past October 16.

His leadership style is especially meaningful today as we approach Kiwanis’ 100th anniversary. He was president during our 75th anniversary year and adopted as his theme, “Encourage Excellence.” And he expected results.

“Kiwanis should not be at the mercy of whatever happens,” he said. “Kiwanis should make things happen. It’s up to us—the Kiwanians of today—to make a difference, to make things happen, to create the Kiwanis of tomorrow.”

Noris is survived by his wife, Jean; daughters Linda (Scott) and Jane; son Ed (Cookie); four grandchildren and three great grandchildren.

Good-bye, my friend.

By Gene R. Overholt, 1988-89 Kiwanis International president
DON'T JUST READ THE STORIES, REACH OUT AND TOUCH THEM.

EXPERIENCE THE EXCITING KIWANIS MAGAZINE APP FOR iPAD.

This free, interactive and entertaining app brings new dimension to Kiwanis magazine through video, slideshows, audio and other exciting features. Touch the heartwarming stories of Kiwanis’ impact on children around the world, and be touched in return.

You’ll find the new app by launching Newsstand and searching for “Kiwanis.” Then follow the instructions.

Download the Kiwanis magazine app now, and experience the future of storytelling.
“Kiwanis magazine has served as an invaluable tool in giving Kiwanians a sense of what the organization was, where it was going and what it would become.”

~ “Kiwanis Legacy: Building Communities”

Kiwanis magazine continues to be the source for Kiwanis club, district and international stories and news. To celebrate our 100 years of storytelling and news sharing, the editors of Kiwanis magazine have chosen some favorite memories from the archives.

Here’s to 100 years.
In the beginning ...

At the 1916 Kiwanis convention in Cleveland, Ohio, Kiwanians and female guests donned headdresses, a nod to Kiwanis’ Native American origin. In January 1918, a Dallas, Texas, club held a Ladies Night, at which a Kiwanian toasted women, who “occupy a place undreamed of in the Middle Ages,” to which a Kiwanian’s wife replied in a toast: “To the best Indians—the Kiwanis tribe.”

Kiwanis’ first headquarters opened on the eighth floor of the Webster Building in Chicago, Illinois, on July 15, 1918. The 200-square-foot, two-room office came with a monthly rental rate of US$50. In 1919, Kiwanis moved its headquarters to the Mallers Building, also in Chicago, where a growing number of staff members, including a receptionist, worked in more spacious offices (left).
A league of extraordinary gentlemen

By the end of the ’20s, there were more than 100,000 Kiwanis members in more than 1,800 clubs. In 1920, an Oklahoma City, Oklahoma, Kiwanis member told children at a Christmas party: “If you ever are in trouble, look up a man with this (Kiwanis) button on his coat and you will get sympathy, good cheer and practical help.” Kiwanians liked to help where help was needed, even purchasing automobiles for public service use.

In August 1919, United States President Woodrow Wilson thanked Kiwanis for supporting the League of Nations.
In 1926, Kiwanis members in Akron, Ohio (above), supported mothers and babies at a refuge for unwed mothers. It became apparent quite early in Kiwanis' history that community service, civic improvement and helping children were priorities. In fact, under the leadership of 1921–22 President Harry Karr, a vision for the future was decided: to help underprivileged children. Projects focusing on children popped up in Kiwanis clubs all around the country. Some projects had lofty goals. And some were, at least by today's standards, a bit odd. One such project in 1920 came out of Asheville, North Carolina. According to the May 1920 issue of The Kiwanis Magazine: “One of their unique features was to auction off a real baby for adoption at a luncheon attended by the ladies.”

In 1925, this boy’s Christmas was brightened by a gift of clothing from the Kiwanis Club of Orange-West Orange, New Jersey. The project became typical of the work of Kiwanis clubs through the years, benefiting children of all ages.

Serving the community

Roe Fulkerson came to be known as “The Kiwanis Scribe.” An optician by profession, Fulkerson had little knowledge of how to be a magazine writer and editor. He was guided by “optimism, patriotism, business building and good humor,” and took his job as The Kiwanis Magazine editor quite seriously. He used his own money to finance the production and circulation of the earliest versions of the magazine, Kiwanis Hornet and then The Kiwanis Torch.

Fulkerson was presented with a bronze bust of himself during the 1947 Chicago convention. The bust, which stands on a granite base at the Kiwanis International Office in Indianapolis, reads: “Roe Fulkerson, Scribe of Kiwanis—The personality of the magazine, his Personal Pages and convention speeches have enriched our lives with laughter and inspiration. Master of words that sing and chuckle and admonish, he understands people and loves them with all their frailties. His kindly, humorous chiding has made us better Kiwanians.”
The city of St. Johns, Quebec, was in need of an ambulance. Kiwanian “Billy” Wray donated this horse-drawn carriage to his Montréal Kiwanis Club, and in turn it was presented to the St. Johns club.

Marion, Ohio, Kiwanian Warren G. Harding became the first US president to visit Canada with a stop in Vancouver, British Columbia, in 1923. Upon his death shortly after, members in both nations sponsored a memorial in Vancouver’s Stanley Park.

“Hey, fellers! The water’s fine.” A Kansas City, Missouri, Kiwanian designed a sprinkler, which his club set up on downtown streets to cool children on hot 1924 summer days.

Kiwanis became “international” with the chartering of the Kiwanis Club of Hamilton, Ontario, Canada, in 1916. When leafing through the pages of The Kiwanis Magazine, it is apparent that Canada-US relations was a hot topic in the late ‘20s and early ‘30s. On January 21, 1935, 20 years after the birth of Kiwanis, a unique program was launched by Kiwanis to mark the boundary between the two friendly countries. A symbolic boundary marker was placed on the Ambassador Bridge, which connects Detroit, Michigan, to Windsor, Ontario. The boundary tablet featured a man and a woman holding wreaths of olive leaves, signifying peace and friendly relations between Canada and the United States. By the end of the decade, 16 tablets marked the boundary between the North American nations.

The Kiwanis Magazine cover for June 1922 promoted the first Kiwanis International gathering ever to be held in Canada: the Toronto convention.
Melbourne Lewis, above right, accepted delivery of Lady Kiwanis 1, a gift from the Centralia, Washington, Kiwanis Club in 1930. As a member of the Centralia Permanent Calf Club, Lewis promised to present the Guernsey cow’s first calf to the Kiwanians for presentation to another boy or girl interested in dairy farming.

The Paterson, New Jersey, Kiwanis Club sponsored and trained 100 newsboys. In 1930, a select group was chosen to visit Yankee Stadium in New York City to see the Yankees play a double-header. Babe Ruth (below) hit two home runs that day. The Sultan of Swat made several appearances at Kiwanis events.

The Pullman, Washington, Kiwanis Club established the “Circle K House” so young men with financial need could attend the State College of Washington. Room and board was only US$20 a month. Kiwanian Jay “J.N.” Emerson pushed for the creation of a college-based service organization as he and his club built up the “Circle K House.” It would eventually be the beginning of Circle K International and Emerson would eventually become Kiwanis International president.

The Albany, New York, Kiwanis Club sponsored the Roosevelt Club, made up of more than 100 underprivileged boys. The boys visited a Y.M.C.A. to swim and exercise, and several took part in the Roosevelt Boys’ Band. Kiwanis members purchased instruments for the initial 14 members. Shortly after, four other boys saved their own money to join the band.
The convention of 1930 proved to be quite a memorable experience for Kiwanians and their wives and families. Atlantic City, New Jersey, served as the perfect backdrop, offering a boardwalk, the Atlantic Ocean, swings and even a giant Ferris wheel.

Boy Scout Jamboree

Five thousand Boy Scouts from 14 Councils in western New York, northern Pennsylvania and the Dominion of Canada participated in America’s greatest Boy Scout Jamboree, sponsored by the Kiwanis Club of Buffalo, New York, in 1930. The Scouts conducted rituals, ceremonies and demonstrations. Among the Scouts assembled at the jamboree were full-blooded Native American Scouts in full regalia, mounted Scouts, Scouts in covered wagons, Sea Scouts and Bicycle Scout troops.
Most of us know Miss Billie Burke as Glinda the Good Witch in “The Wizard of Oz.” But in 1930, before she would star in her most popular role, she served as production manager for the West Palm Beach, Florida, Kiwanis Club’s Fifth Annual Under-Privileged Child Benefit, a fundraiser that yielded US$20,000. Who do you recognize in the photo of volunteers and guests? Burke is seated fourth from the left. Broadway producer Sam H. Harris helped as stage manager and stands in the back row, third from left. Second from left stands songwriter and playwright Arthur Hammerstein.

The year was 1945. Kiwanis International President Hamilton Holt (second from right) and three other Kiwanis leaders met with US President Harry Truman. They presented him with Kiwanis’ plan to establish community forums to discuss national issues throughout North America. Truman was a charter member of the Kiwanis Club of Independence, Missouri.

Kiwanians in Detroit celebrated the memory of the first Kiwanian by taking children to the Joe Prance Day Camp. In 1950, 17,860 children visited the camp.
Kiwanians have always been involved in meaningful service projects and fundraisers. One popular project has been to work with camps, which the Kiwanis Club of St. Paul, Minnesota, does here in this photo (above) from the 1940s. The club helped to build, maintain and support the camp. Another fun project over the years has been peanuts, of course. Kiwanis created National Kids’ Day in 1949, and in the years following, Kiwanians traded peanuts for donations to raise funds. Then-Kiwanis International Secretary Pete Peterson sold peanuts to a customer.

In 1939, the New Bedford, Massachusetts, Kiwanis Club needed cash for its Crippled Children’s Fund; so, members agreed to sponsor a circus (below). The entertainment ran for more than a week, sold more than 50,000 tickets and raised US$2,867.86. The highlight of the week was a free matinee for underprivileged children of New Bedford and surrounding towns. A reported 14,000 children showed up for the show.

Firemen, the Salvation Army and the Kiwanis Club of Rome, New York, worked together in December 1949 to spread Christmas cheer by delivering more than 1,000 sleds, baby strollers, scooters and other repaired toys to the children of 43 local families. The partners also distributed 600 baskets of food, worth US$15 each.
Always there to lend a helping hand

When members of the Kiwanis Club of Metairie, Louisiana, learned that an elderly widow was set to lose her home because of a levee construction project, they jumped into action. Club members, along with other volunteers, worked hard to find a piece of land for the new three-room home. Local contractors and suppliers contributed materials for the job as well. And the best part? All that collaboration led to a new house ... built in one day!

Kiwanians in Metairie weren’t the only ones coming the rescue in 1950. When Kiwanian Jimmie Richardson learned that there would be no Santa Claus at the J.C. Penney store in Vallejo, California, he decided to take on the role of the big man himself. Borrowing a Santa suit from the local Presbyterian church, Richardson played St. Nick for the rest of the holiday season ... for free. According to The Kiwanis Magazine article: “The kids loved him. The parents and the stores were grateful, and Jimmie found the job so satisfying that he determined to do it again the next year—with improvements.”
For years, the Abilene, Texas, Kiwanis Club raised just enough funds to pay its annual expenses. But when the Free Milk Fund ran low of cash, the club staged a charity football game. Everyone paid 50 cents—even the players and band members. Kiwanians worked during the game, selling programs, hot dogs, popcorn and soft drinks. Game results: The Milk Fund won with US$2,119.

A day for the kids

Established in 1949, Kiwanis’ partnership with the (US) National Kids Day Foundation was an instant success and continued to grow with the participation of the US Air Force in the 1950s. In September 1956, for example, hundreds of children swarmed the Wright-Patterson Air Force Base in Dayton, Ohio (below). That same year, The Kiwanis Magazine recorded a conversation between Wichita, Kansas, Kiwanian Bob Gadberry and 9-year-old, blue-eyed Billy Ballou enroute to McConnell Air Force Base. “Like airplanes?” Gadberry asked. “Yes, sir,” the boy answered. “I’ve never been in a plane, but I think I’d know how to drive one.” Asked how, Billy declared, “Just pull switches.”
From its founding in 1915, Kiwanis has always been building better communities through service. Often, Kiwanis clubs built better communities through building too.

With 6,000 families on a waiting list for public housing in their nation’s capital during the mid-1960s, the (US) Federal Housing Administration called for sponsors to help finance construction of the US$3 million Benning Park Terrace apartments. The Kiwanis Club of Washington, DC, and its foundation stepped forward to help.

The Housing and Urban Development Department regularly led tours of Benning Park Terrace for United Nations and US State Department dignitaries. Nearly 50 years later, the apartments—where 5-year-old Jimmy “Popeye” Vaughn (top) once loved to play—continues to offer subsidized apartments for 21st century families.

In Royal Oak, Michigan, Kiwanians pitched in $US200 to lay a water pipeline to the school it previously built in the village of Suaneme, Pisca, Colombia. Residents dug the nearly mile-long ditch to the school. According to the June 1967 issue of The Kiwanis Magazine, “One young citizen, urged on by his mother, grudgingly demonstrated the facility (left).”

In 1965, the club had donated $800 for the one-room schoolhouse’s roof, doors, windows, cement and skilled labor. Each family in the community donated adobe blocks for the building, then dressed the youngsters in their best clothing and proudly sent them to school on dedication day.
The fast and the feathered

Several years ago, when a dam was built on the Thames River to control flooding in London, Ontario, the London Kiwanis Club helped Boy Scouts earn wildlife conservation badges. The club supplied the boys with decoy geese and six real geese for release on the lake with the hope of attracting wild birds to the new habitat. In 1960, 250 geese were counted during the season, and scouts continued to earn merit badges.

Patterned after Le Mans and Monte Carlo, a 1971 Kiwanis fundraiser sped through the streets of Panamá City, Panamá. After the hour-long race, Jeff Stevens of Miami, Florida, claimed victory, and the Kiwanians claimed more than US$15,000 in net profits, some of which were used to purchase shoes for rural schoolchildren.
It’s where we have gone to do business, but also to have unforgettable fun. The Kiwanis International convention is always a good time. Above, a Kiwanis member shares his opinion during the House of Delegates at Maple Leaf Gardens during the 1961 Toronto convention. While men made up all the delegation during these earlier conventions, the women weren’t completely left out. Wives enjoyed the conventions as well.

In the early 1970s, the Weymouth, Massachusetts, Youth Hockey Association had a brilliant idea: a tournament for 7- to 14-year-old athletes in their town of fanatical hockey fans. But the group would need help for such a big endeavor. Waverley and Quincy Kiwanis clubs volunteered, and the event became one of the finest youth hockey tournaments on the United States’ east coast. The 1976 games brought in enough money to purchase a new scoreboard.

Ever since the days when cattle drives and wagon trains churned the desert sands, horses have been a part of Arizona’s history and culture. Few appreciated this heritage more than members of the Encanto Kiwanis Club of Phoenix, Arizona. Their annual Children’s Horse Show became one of the biggest riding events in the state, drawing 862 entries in 1975. The money raised that year built a dormitory at a nearby Salvation Army youth camp.
Welcome to Carnaval!

Over the past 35 years, Carnaval Miami has grown into one of the largest Kiwanis events ever. The Little Havana, Miami, Florida, Kiwanis Club’s 1981 get-acquainted party (below) welcomed 350,000 people. Carnaval’s 1988 Calle Ocho set a world record with its 119,986-dancers conga line, and it established another record in 2012 with its “One World” banner, comprised of 422 flags from around the world. Carnaval’s program also features a jazz festival, golf tournament, cooking contest, domino tournament, run and a 5-on-5 soccer tournament.

Larry Stephens had been deaf since birth, but when his parents asked their family doctor, the Fyzabad, Trinidad, Kiwanian helped arrange a 1980 Kiwanis International Foundation-supported trip to Chicago. There, the child was fitted with a hearing device (far left) and heard his first sound. A young racer (left) celebrated a 1989 Kiwanis Kar Derby victory in Brandon, Manitoba.
In Swiss tradition, a visit from Schmutzli is punishment for naughty children, but at the 1986 Zurich, Switzerland, Kiwanis Club’s bazaar, the dirty-faced, ragged fellow (left, far right) traveled side-by-side with St. Nicholas and his donkey.

The club set up the bazaar beside a downtown lake. Restaurants and shops set up booths to sell a variety of goods and foods, and the Kiwanians sold homemade toys, cookies and soups.

After three days, the club netted more than US$30,000.

In 1985, the Orillia, Ontario, Kiwanis Club supported the Easter Seals Society with a fundraising campaign, which included a telethon, a movie and a Skate-a-Rama with the area’s Junior“A” hockey club players. The local Easter Seals poster child, six-year-old B.J. Baye (below), came to the ice-skating event prepared with a speech: “Thank you for the leg braces. The braces help me walk. The braces make it so my legs don’t hurt.”

Every Wednesday through the 1993–94 school year, Moscow, Idaho, Kiwanians visited the Head Start program for two reading sessions. After finishing a book, the club gave a copy to each child and to the school’s library.
One thing led to another when the Kiwanis Club of Pietermaritzburg, South Africa, determined to bring Christmas to young patients at Edendale Hospital. Members, joined by young volunteers, decorated the poorly funded facility’s hallways with murals donated by the Kiwanis Club of Montville Township, New Jersey. Word of this activity reached a merchant who wanted to be involved, but didn’t know how. Long story short: A massive street parade collected presents from merchants along Church Street and delivered the gifts via Santa’s sleigh to the children.

Encore

Dusty drums, out-of-tune tubas and other abandoned musical instruments were restored to playing condition in a Lonely Instruments for Needy Kids program supported by the Kiwanis Club of Wichita, Kansas. To kick off the collection in 1999, the public was invited to bring old woodwinds, brass and percussion equipment to an ice cream social and concert. “A child’s first experience with music should be fun and rewarding,” said Wichita Kiwanian Carl Williams.

Gift boxes from Norway

The Kiwanians are coming! A visit from Norden District Kiwanis members is like a visit from Santa. But Santa rarely brings gifts to people this poor, nor this high into the Albanian Alps.

“We go beyond the city limits, up into the mountains, where the families who need help the most get the least,” said Vestby, Norway, Kiwanian Kjell Johansen during a visit to Shkodër, Albania, and surrounding villages in 1999.

Their “family boxes” contained an assortment of gifts collected in Norway: toys, shoes, coats, dishes and more.
Sometimes, a little soothing play can calm a child’s misgivings about hospitals. That’s what members from Division 6 in Kiwanis’ Australia District diagnosed when they began prescribing a simple, featureless calico doll for hospitalized children. Abi, left, was one of the first recipients in 1993. The Kiwanis doll project has spread into Japan, Europe and many other Kiwanis regions.

In the zone

The heat is on at Springdale High School’s Bulldog Stadium, and it’s not just because the temperature hovers around 85 degrees (Fahrenheit). It’s August 2009, and in Springdale, Arkansas, football season has begun. In this town of 67,000, it’s hard not to find sports fanatics everywhere you turn. In this Arkansas Razorback neck of the wood, the pigskin rules as the ball of choice. And Kiwanis Kids’ Day Football is where many area youngsters suit up for their first gridiron experience.

A medieval tale so faire

It is the year 1215. The Barons of England are at odds with King John over his failure to honor the terms of the Magna Carta. King Philip Augustus of France arrives to assist the barons in taking Cochester Castle. The 2003 Kiwanis Club of Riverdale-Lee County, Florida’s Medieval Fair is not your run-of-the-mill fundraiser, drawing medieval entertainers from throughout the US for music, magic, merriment, mischief and mayhem.
Service goes worldwide

Kiwanis had never tried service on a global scale, but an announcement at the 1993 Kiwanis International convention in Nice, France, set the organization on a mission that truly changed lives in 103 nations.

Partnering with UNICEF, Kiwanis raised and leveraged more than US$100 million for the virtual elimination of iodine deficiency disorders, the world’s leading cause of mental disabilities.

Kiwanis and its Service Leadership Program clubs raised funds for their first “worldwide service project” with individual contributions and by organizing a variety of projects, such as: a decked-out entry in a Berlin, Maryland, boat parade (top); a volleyball tournament in Italy; the “world’s largest interclub” in North Carolina; auctions and Trick-or-Treat for UNICEF collections.

Actor Roger Moore became our IDD ambassador, and TV newsman Hugh Downs devoted his farewell “20/20” program to the cause.

As a result of this pioneering global campaign, the number of households estimated to be consuming iodized salt jumped from less than 20 percent in 1990 to more than 70 percent. UNICEF heralded the campaign as one of the most successful health initiatives in the world.

Kiwanis continues to be active in the fight as a participant in the Iodine Global Network.

The children of Chiba, Japan, have held squiggly pollywogs, laughed at a silly duck and chased swirling cherry blossom petals. As part of the Chiba club’s 2010 One Day project, they preserved their outdoor memories by drawing pictures, writing essays and composing poems about their experiences. One child wrote: “A peaceful world without any struggle. ... I want to help make the world to be so.”

The whitewashed cabins literally are at the end of the road, well secluded from Bahamas’ luxurious resorts. Once used as a facility to house and hide lepers, All Saints Camp (below) now cares for victims of HIV. For Kiwanis One Day 2011, area Kiwanis-family members spent the weekend restoring the camp’s decaying chapel, clearing a dump and cheering residents.
Protecting mothers and babies

In many countries, the joy of childbirth can quickly turn into tragedy. It needn’t happen. For nearly a century, vaccines have been available to prevent maternal and neonatal tetanus.

Every 11 minutes, MNT kills one baby. Its effects are excruciating. Tiny newborns suffer repeated, painful convulsions and extreme sensitivity to light and touch. There is little hope of survival.

And tetanus kills mothers too.

At the 95th Annual Kiwanis International Convention in Las Vegas, Nevada, actress and UNICEF Ambassador Téa Leoni announced to attendees and the world that Kiwanis would unite with UNICEF in another global battle, The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. Kiwanis is on course to deliver this gift to the children and mothers of the world at its 100th Annual Kiwanis International Convention and Centennial Celebration in Indianapolis, Indiana, June 25–28. They will be joined there by Key Club International, Circle K International and Aktion Club.

Surrounded by the chaos of violent clashes between Russia and Ukraine, the Kiev Kiwanis Club aimed to bring normalcy into the lives of area children with a 2014 Easter egg hunt. “It is at times of crisis that we especially need to organize events for children,” said Kiwanis club President Lora Pavlenko, adding, “If not us, then who?”
POPl QUIZ!

Think you know Kiwanis history?
Then prove it by answering the following questions.

BY SAM STALL

1. Kiwanis celebrates its anniversary on January 21. On that day in 1915, the first club was founded in Detroit, Michigan. Which of the following oddball US commemorations—all of which are real—also fall(s) on that date?
   a. Penguin Awareness Day
   b. National Pie Day
   c. National Hugging Day
   d. Squirrel Appreciation Day

2. Attorney and historian Clarence M. Burton is credited with suggesting the Kiwanis name. Which of the following is another of his achievements?
   a. Producing a five-volume historical work called “The City of Detroit”
   c. Serving as city historiographer of Detroit
   d. Founding the Detroit Historical Society

3. When he completed his Benevolent Order of Brothers (soon to be renamed Kiwanis) application and handed over his US$5 application fee in 1914, Detroit businessman Joseph G. Prance became “the first Kiwanian.” Back then five bucks wasn’t a trivial sum. What was the average annual US wage in 1914?
   a. $341
   b. $577
   c. $843
   d. $1,021

4. In the early days, a Kiwanis member wasn’t always referred to as a Kiwanian. Sometimes he might be called a …
5. Kiwanis’ first editor, Roe Fulkerson, created a new magazine named after a winged creature. What was it called?
   a. The Kiwanis Hornet
   b. The Kiwanis Bee
   c. The Kiwanis Hawk
   d. The Kiwanis Bat

6. In what year did United States President Richard Nixon address the Kiwanis annual international convention?

   a. Mexico City
   b. Vancouver
   c. Berlin
   d. Paris

8. Key Club chartered its first club in 1925 in which US city?
   a. Indianapolis
   b. Des Moines
   c. New York City
   d. Sacramento

9. What Kiwanis connection do Elvis Presley, NFL quarterback Joe Namath, actors Tom Cruise and Brad Pitt, and radio deejay Howard Stern all share?

10. What was the title of the September 1924 Kiwanis magazine essay that would one day also become the name of a classic pop song?

11. Name the sitting American president (and Kiwanian) who told Kiwanis International convention delegates that “I wish I could have attended the various meetings of this organization. Someday when I get through with my job here, I hope you will let me come just as a delegate.”

12. What Kiwanis-sponsored “holiday” movie premiered in November of 1949?

13. Name the southernmost community to host a Kiwanis club. The city welcomed Kiwanis in the early 1970s. Hint: Recently, the nation’s clubs have been involved in projects to help the area recover from a series of earthquakes that occurred from 2010 into 2012.

   a. “Jeopardy!” champion
   b. World Chili champion
   c. Olympic gold medalist
   d. National Book Award winner
15. What famous snack food was developed in 1971 by a Valparaiso, Indiana, Kiwanian? Hint: Almost every kernel pops.

16. Kenya, Portugal and Monaco were among how many new nations and areas to join Kiwanis during the 1970s?
   a. 6
   b. 14
   c. 24
   d. 36

17. In 1981, the Kiwanis International headquarters was moved from Chicago to Indianapolis. Name one of the other two cities that were also in the final running for the honor.

18. What's the name of the first female Kiwanian?

19. The total membership of Kiwanis and its affiliated organizations stands at approximately 600,000, exceeding the population of which of the following countries?
   a. Iceland
   b. Grenada
   c. Tonga
   d. Liechtenstein

Check your answers on page 72.
In honor of 100 years of service to communities around the world, we talked to several members in order to paint a picture of what it means to be a Kiwanian. To describe Kiwanis, they shared words such as “change,” “service” and “love.”

Then they shared their stories.

Meet these and other Kiwanis members by previewing the Kiwanis Centennial video at http://kwn.is/ki100video.

Story by Marc Allan

I am a Kiwanian
He was a young guy, a teacher, and his name and face regularly appeared in the local media as an active community volunteer leader. He was just the kind of busy, service-minded person the Kiwanis Club of Downey, California, was looking for.

“It just seems like the Kiwanis folks of Downey really went after recruiting me because they’d see me in the newspaper,” says Alex Gaytan, now a five-year member of the Downey club.

His reputation spread throughout Division 13 of the California-Nevada-Hawaii District, and in 2013, the lieutenant governor asked him to organize a Kiwanis One Day project with these simple instructions: Make it different.

“We reached out to an organization called Stop Hunger Now,” Gaytan recalls. “We went to several events with our Kiwanis family's student leaders, and we fell in love with the project.”

That enthusiasm translated into an eight-hour day of packing 50,000 meals to send to Haiti and collecting more than 15,000 canned food items for Los Angeles County-area food banks.

“Yeah!” he says, recalling the success. “It was just an amazing project, because, you know, the kids were able to see where their efforts went to.”
In 1975, a few years out of college, Sanford Tollette found himself at Joseph Pfeifer Kiwanis Camp west of Little Rock, Arkansas, working with at-risk, underprivileged kids. He expected to stay until he found a job teaching in the public schools.

Here it is, 39 years later. He’s been the executive director of the camp for 31 years, and he’s continuing to change the lives of at-risk kids.

“I never would have guessed that I would be a camp director, but I see my life’s work as a mission not a job,” he says. “I’ve seen all my dreams as an educator come true in my effort to make a difference in the lives of children and families that are oftentimes overlooked, thrown away or misunderstood.”

In 1988, Tollette transformed Pfeifer from a summer camp for underprivileged children into a year-round program called the Alternative Classroom Experience. Each year, the program hosts 150 at-risk third- to fifth-graders who are not achieving their potential in a regular classroom setting.

Tollette, a member of the Kiwanis Club of Little Rock, appreciates the long-time commitment of his club, which has been instrumental in fundraising, volunteering, networking to secure resources and lobbying when necessary to sustain the commitment to help at-risk youth.

He’s proud to have been a Kiwanis member for 30 years.

“I’ve been in hotels around the country,” he says, “and somebody will see the pin and say, ‘I was in the Key Club or this happened to me. Are you a Kiwanian?’ And I never had anybody say, ‘Man, that’s an organization that didn’t help me.’”

His advice to others? “You want to make a difference? Help a kid. You want to make a difference? Read. You want to make a difference? Serve.”

Sanford Tollette
Marie-Christine Viard

Marie Viard was 40, busy with home and professional duties, when a friend told her about Kiwanis.

“I’ve had a good life,” Viard says, “but my life has been hard because of one thing: I have not had the chance to have children. Through Kiwanis, I can fill that void.”

Viard, a member of the Kiwanis Club d’Aunay Vallée d’Odon, France, says the activity that touched her heart the most is a project that raised money to buy dogs for children who are in wheelchairs. She called it “a great human experience.” Then she tells a story of why changing the lives of children is so important to her.

During World War II, her mother and 7-year-old brother lived in the northwest French city of Caen. Beginning on D-Day and for the next month, they were holed up in basements while bombing raids went on. In early July, when they finally got out, her brother came upon an American soldier who was sitting exhausted in the ruins of houses. The soldier called over to her brother and offered him chewing gum and some peanut butter on crackers.

“My brother is now 77 years old,” she says, “and all his life he has thought about these sandwiches, he thought about the emotion he had. In Kiwanis, we can give to a child that we perhaps never meet again an emotion, a comfort, a little extra something that will help them grow and that will accompany him all his life.”
Pierre Laliberté

Each November for the past eight years, Pierre Laliberté and the members of Quebec’s Club Kiwanis Sillery-Ste-Foy-Cap-Rouge have taken needy children shopping for winter clothing—coats, snow pants, scarves, gloves and more. This year, the club’s *L’habillement des enfants* (children’s clothing) program will spend roughly CAN$14,000 to clothe about 110 children.

Sometimes, he says, it’s the first time the child has ever gotten new clothes.

“I think the first or second year, we had a child select his winter suit,” he recalls. “It was a two-part suit—and he had the jacket on—and he never wanted to undress and put on his old jacket because he was afraid that he would not receive the new one.”

Laliberté joined Kiwanis in 1981. He’s served as treasurer, president, lieutenant governor, governor and Kiwanis International trustee, and worked to make Kiwanis multilingual. He also represents his club on the board of Grandparents House in Ste Foy. The organization works with the financially disadvantaged and immigrants who attend French schools.

“My life has been really rewarding, so why not share and try to give back to the society part of what I’ve received,” Laliberté says. “Let me tell you that we never give back as much as we receive. But when you give something, you get back much more.”
Jeanette Harris’ first interaction with Kiwanis occurred in the early 1960s when she received a Detroit No. 1 Kiwanis Club certificate and a US$5 check for being her elementary school’s top female graduate.

“I felt so special,” she says. “At that point, I decided that when I grow up and have some money, I’m going to join the Kiwanis club.”

At the time, women weren’t eligible to join. But when they could, she did. Over the years, she’s been involved with a number of projects with the Detroit No. 1 Kiwanis Club, including Books for Kids, as well as The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.

“I like to be part of an organization that helps children, and Kiwanis is that organization,” says Harris, who grew up in a family of 14 children. “Kiwanis also promotes leadership. You can be with like-minded people to let the notion grow again that civic engagement is a good thing. Intelligent, informed civic engagement. Kiwanis offers that. We all don’t think alike, but it offers a forum to talk, to think and to engage.”

Harris isn’t sure where her elementary school certificate is, but she knows what she did with the check: She bought a ticket to see the Beatles play Detroit’s Olympia Stadium on September 6, 1964.
A NEW PLAYGROUND PROJECT CREATES A LASTING IMPACT IN TROY, MISSOURI.

STORY BY VICKI HERMANSEN
PHOTOS BY WHITNEY CURTIS
THE KIWANIS CENTENNIAL TOUR

A LEGACY
CLIMB. SLIDE. PLAY. Children in a small Missouri town already are enjoying a legacy of Kiwanis’ Centennial Celebration. In October, the Troy Kiwanis Club replaced an aging, unsafe playground with one designed to honor Kiwanis’ legacy of serving the children of the world.

“This is the sixth or seventh playground we’ve built,” says John Kinion, the club’s vice-president. “It’s been a real group effort.”

Kinion’s club provided most of the muscle for the playground build, which is a gift from Kiwanis clubs in the Missouri-Arkansas District as part of Kiwanis International’s Centennial Celebration in 2015. It was the first playground built as part of the celebration, in which playgrounds are planned for 11 cities around the world as Kiwanis’ gift of play to the children of the world.

The playground is a welcome upgrade for Troy, says Parks Superintendent Scott Muckerman. The city removed the older playground this past summer after determining it was dangerous.

“It had become unsafe, and we couldn’t get replacement parts for it. This was perfect timing as the city didn’t have the funds to replace a playground like this,” Muckerman says.

Under a clear blue sky on a warm October weekend, Kinion and a select group of volunteers donned blue Kiwanis T-shirts and worked with Fergie’s Build and Play, a family-owned company used by Landscape Structures Inc. to install the playground. (Kiwanis Vision Partner LSI created three Kiwanis-branded designs for Kiwanis clubs to present as legacy gifts to their communities.) Friday was spent clearing the land with help from city employees and setting the support posts. On Saturday, volunteers rolled in at 8 a.m. to complete the installation.

“We had more than enough volunteers, and we were pretty well finished by 4 o’clock,” Kinion says. “A lot of people who drove by were clapping for us.”

Funds for the playground came from a Kiwanis International Foundation grant and Toyota, which recently expanded a plant in nearby Bodine.

“The Kiwanis International Foundation is honored to be able to provide support for the Kiwanis Centennial Park builds all over the globe,” says Robert A. Parton Jr., president of the Kiwanis International Foundation. “We are excited that children will enjoy these facilities for generations to come. It is a perfect example of how the foundation supports Kiwanis International in our common mission to serve the children of the world.”

The first Centennial playground is built, and Troy kids have a place to climb, slide and play. The Troy club is now planning a 28-acre park with a US$200,000 playground. When that project is complete, it will increase Troy’s park space by 43 percent.

And give children another safe place to play.
The Kiwanis Centennial Tour, led by Kiwanis International President John R. Button, will visit 12 communities to celebrate Kiwanis’ 100th anniversary and, at most locations, leave a legacy of service to children through special playground builds. Currently, planned stops in 2015 include:

**Redmond, Oregon | February 12–15**
A mom’s club, Kiwanians and the city of Redmond are building a US$700,000 playground at Kiwanis Park in Redmond. Accessible to kids of all physical abilities, the new playground will replace an aging structure and provide a safe place for all kids to play.

**Atlanta, Georgia | February 19–22**
The Georgia District visited several potential partners before selecting the Mableton Boys & Girls Club, about 15 miles northwest of Atlanta. The Boys & Girls Club provides a variety of programs and a place for area kids to play after school—in the gym. The playground will give kids an opportunity to play outside in a safe fenced green space.

**Orlando, Florida | February 26–March 1**
The Florida District partnered with Matthews Hope, a non-profit that supports families in the Winter Garden area near Orlando. The playground will be connected to a new preschool being built for children whose families are homeless or on the verge of homelessness.

**Los Angeles, California | March 12–15**
The California-Nevada-Hawaii District selected Fullerton for a playground that is a joint project of the city, Disneyland and Kiwanians.

**Taipei, Taiwan | March 19–22**
Plans call for a playground to be built at a location to be determined.

**Kuala Lumpur, Malaysia | March 26–29**
Kiwanians will build the Centennial playground in the state of Johor.

**St. Louis, Missouri | April 9–12**
The Kiwanis Club of Troy partnered with Toyota to build a US$50,000 playground this past fall to replace an aging, unsafe structure.

**New York, New York | April 23–26**
Hurricane Sandy damaged the playground at Francis X. Hegarty Elementary School on Long Island. The city and New York District Kiwanians will raise the foundation of the playground to comply with new flood requirements in the city just a few miles from the Atlantic Ocean.

**Chicago, Illinois | April 30–May 3**
Illinois-Eastern Iowa District Kiwanians are partnering with Spastic Paralysis Research Foundation to build a US$200,000 playground with a soft surface that is accessible to children of all physical abilities.

**Milan, Italy | May 28–31**
Kiwanians plan a mini-basketball court, a running track and other small playground structures to be built at the Institute of Primary School. The play spaces are designed for children ages 5 to 10 to promote sports that are fundamental in the fight against childhood obesity.

**Luxembourg | June 4–6**
Though no playground will be built there, this tour stop coincides with the 48th Annual Kiwanis International-European Federation Convention in Luxembourg.

**Indianapolis, Indiana | June 25–28**
The Indianapolis Kiwanis Club, working with Indy Parks, will build a US$100,000 playground at Hawthorne Community Center on the city’s west side. The community center serves residents who range in age from toddlers to senior citizens. Construction and dedication will happen during the 100th Annual Kiwanis International Convention in June.

**THE KIWANIS CENTENNIAL TOUR**

**KIWANIS ON TOUR**

**JANUARY/FEBRUARY 2015  49**
developing new opportunities
THE WAY FORWARD
SERVING THE CHILDREN OF THE WORLD
GLOBAL ORGANIZATION
GLOBAL NETWORK
SIGNATURE PROJECT
IMPACT
INVESTMENT
Strategic Plan
second century
I am committed to my community
important inspiration
influence
imprint
100
The Kiwanis I-Plan

In the 1980s movie “Back to the Future,” teenager Marty McFly travels from 1985 to 1955 via a tricked-out time-traveling DeLorean. Marty is given the gift of experiencing his community of Hill Valley as it existed for the preceding generation. The movie’s exciting race-against-the-clock ending brings Marty back to 1985, but his actions during his time “in the past” create a paradox that alters the “space-time continuum.” When he returns to 1985, Marty discovers the quality of life for the McFly family—as well as the entire Hill Valley community—is greatly improved.

Yes, it’s a metaphor for “being the change you want to see in the world.” And Kiwanis plays a supporting role. In the metaphor and the movie.

In the movie and its sequels, fictional Hill Valley is a Kiwanis community. We know this because Kiwanis signs appear in several scenes—past, present and future. We also see how the future is influenced by the past.

In Kiwanis, we’re fortunate that our organization’s foundation was built strong by the decisions, plans and actions of those who went before us. As we celebrate a history of 100 years strong in service, it’s time to get back to the future.

During the past three years, Kiwanis International has committed quite a bit of time and resources to analyzing internal and external data, as well as surveying current and former members, studying other successful membership-based organizations, and conducting numerous focus groups of various demographic and geographic populations. All of this activity has been part of a patient, intentional process to create a new, innovative strategic plan that will launch our organization into its next century of service.

This plan contains strategies that all link back to community as the key building block for the organization, but at the same time focus on the rich legacy of our organization’s history. Just like Hill Valley, the condition of our Kiwanis communities of tomorrow will be determined by the work we undertake today.

So let’s create our future. We’ve named our plan for the future, “The Kiwanis I-Plan,” because so many I words are crucial to our plan’s focus. Words like invest, imagine and innovate. And ultimately, the accomplishment of this plan, as well as the future of Kiwanis in every community, belongs to each one of us as members.

You see, each one of us is an I in this plan. I am Kiwanis. I am a community leader. I am committed to my community. I am committed to the children in my community.
THE PLAN
begins with strong statements that define who we are, the vision we see for Kiwanis providing positive impact to communities around the world and the clear path that will take us there.

MOTTO
“Serving the Children of the World”

DEFINING STATEMENT
“Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.”

VISION STATEMENT
“Kiwanis will be a positive influence in communities worldwide. … So that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.”

ENVISIONED FUTURE
• “Our global network includes a dynamic family of clubs, individual supporters, alumni, donors, NGO partners and corporate sponsors.
• Every community around the world has an opportunity to participate in or benefit from a Kiwanis experience.
• Based upon a legacy of service, this global network is dedicated to building community and improving lives by providing opportunities for service, fellowship, leadership and philanthropy according to local needs, cultures and member interests.”

The plan continues with four important concepts.

OUR GLOBAL NETWORK OF SERVICE
In more than 80 nations and territories where Kiwanis exists—and in the dozens more that received the benefit of Kiwanis service impact—we are always partnering with other organizations. UNICEF, March of Dimes, Boys and Girls Clubs, scouting associations, Children’s Miracle Network and others are all partners in our work in communities around the globe.

THE KIWANIS COMMUNITY
It’s in the community that clubs exist, members engage and that real service takes place. It’s where needs are met, children thrive and youth leadership skills are cultivated. Returning our organization’s focus to community will keep us relevant and true to our mission.

Consider what a Kiwanis community should look like: Our road signs are at the city limits. The Kiwanis name is on the local park. Service Leadership Programs clubs are active in the schools. And strong relationships exists with partner organizations.

OUR SIGNATURE PROJECTS
A club’s reputation should be built upon an impactful, recurring project. Kiwanis International can help clubs and members identify and build partnerships and find resources to support their local signature projects.

OUR KIWANIS FAMILY
Our Key Clubs, Circle K clubs, Aktion Clubs, Builders Clubs and K-Kids clubs have clearly earned the right to be treated as important contributors to and leaders of our communities.

The next important segment of the plan establishes four priorities.

INSPIRATION
To build, retain and support a growing Kiwanis membership network
Our new major initiative, The Formula, provides resources and counselors to help strengthen club membership and to open new clubs in new communities.

Since 2012, the organization has given clubs the flexibility to create different categories of membership and the ability to use corporate memberships and club satellites as options to involve busy members in the important work of Kiwanis.

The plan also calls for developing new opportunities for young adults to fulfill Kiwanis’ mission, either through different engagement or by partnering with other organizations that already are made up of adults in their 20s and 30s.

IMPACT
To perform meaningful service, with service to children as our priority

Generally, a signature project involves the entire club and its partners, and has the potential to garner significant local media attention. It can be hands-on service, fundraising or a combination of both.

Realizing that thousands of our clubs are best known in the community for their signature projects, the plan calls for a focus on building partnerships that will create additional support for those projects, thus making them more effective and successful. Knowing that more than a thousand Kiwanis clubs deliver successful literacy and reading projects to schools in their communities, for example, it made sense for Kiwanis to form a partnership with Scholastic Books to make a Kiwanis Community Reading Oasis available for any elementary school in any Kiwanis community.

Or, understanding that several hundred Kiwanis clubs have built or refurbished a playground in the past few years, the partnership with
Landscape Structures (LSI) was created to make special Kiwanis playground designs available to our clubs. Such partnerships with for-profit and not-for-profit organizations will play an essential role in the accomplishment of this priority.

**IMAGE**
Enhance the Kiwanis image and brand worldwide

One recurring message our members delivered during our information-gathering process was this: We’re the best kept secret in town. By helping our clubs engage local media, and by providing a better communications platform, Kiwanis will strengthen its image in every Kiwanis community.

Using the 100th anniversary celebration as that platform, and making the elimination of maternal and neonatal tetanus our birthday gift to the world, Kiwanis has the opportunity to capture its share of the media spotlight during the 2015 year. Being the first major service organization to elect a female president (2015–16) will continue to provide the opportunity to champion Kiwanis as a global leader. But ultimately, the national and international public relations and media attention must align with and support local media messaging.

The I-Plan calls for solidifying our brand messaging, which includes a clean logo and graphics for use at all levels of the organization, clarity around brand messaging, creation and delivery of media resources to be used by clubs, and an external brand campaign in 2016 or 2017.

**INVESTMENT**
Ensure financial viability and responsible stewardship

Kiwanis International has grown to its strongest financial position in history, yet the increasing demands of a global organization continue to test our financial resources.

We produce materials in seven languages to support more than 16,000 clubs in more than 80 nations. As our adult membership numbers have declined, our service to youth and children has increased. We have more young people in Key Clubs, Builders Clubs, K-Kids, CKI and Aktion Clubs than ever before, and they set new membership records every year. Thus, liability and risk-management issues challenge us on an almost daily basis. We are in the final year of an aggressive fundraising campaign to eliminate maternal and neonatal tetanus in the farthest corners of the globe. And we haven’t had a dues increase since 2003.

Our Kiwanis International Foundation has become an effective fundraising organization through The Eliminate Project, identifying and engaging donors both inside and outside of Kiwanis. We’ve raised our Charity Navigator rating from 0 to 3.9 out of 4 stars. With the successful completion of The Eliminate Project campaign later in 2015, it will be important to transition this effective campaign team to support new projects that benefit Kiwanis clubs in their communities—perhaps through signature project-empowerment grants.

In addition, there are more than 1,100 Kiwanis club and district foundations. Helping these foundations become stronger, increase capacities and ensure adherence to not-for-profit laws and philanthropic best practices will strengthen the entire organization.

Our plan recognizes that we won’t meet our future financial challenges through dues alone, and the development of nondues revenue sources will be an important aspect of our financial future. We have created strong business lines for our own clubs in areas of liability insurance and risk-management products, which may appeal to other associations. The plan calls for assessing new business opportunities for Kiwanis—perhaps in for-profit subsidiary enterprises.

Last, we realize our dues and many of our operational processes haven’t changed in decades. Streamlining and simplifying financial processes will be necessary to make life easier for our clubs and members. A dues adjustment or a cost-of-living provision will be needed to address the past 13 years of inflation.

The Kiwanis I-Plan is a well-thought road map that guides us into our second century. It brings our focus back to the things that made Kiwanis successful from the beginning. It focuses on community. It focuses on partnerships with other organizations that care about the things we do. And it focuses on the impact we can provide to youth and children.

**IT’S 2015**
We are an organization with a tremendous 100-year legacy. I’m sure that in 1915 no one foresaw what the Kiwanis movement would achieve. Conversely, in every Kiwanis community—like Hill Valley—the future will be determined by the work we undertake now.

What will our communities look like in 30, 50 or 100 years? No one can say for certain, but as author Peter Drucker says, the best way to predict the future is to create it. I invite you to join me in that challenge.
pancakes!

THEY CAN BE SWEET OR SAVORY. SOME PEOPLE LOVE THEM AT BREAKFAST, WHILE OTHERS ENJOY THEM FOR DINNER ... OR EVEN DESSERT.

AND THEY’VE BEEN A FAVORITE KIWANIS FUNDRAISER SINCE JUST ABOUT FOREVER.

In many Kiwanis towns, especially in North America, the pancake is king when it comes to fundraising. This year, the Sioux Falls, South Dakota, Kiwanis Club handed out US$21,500 to 13 children’s organizations—all raised by pancake sales. Ask residents in many towns what Kiwanis is about, and they know about their club’s pancake breakfasts. It’s a tradition to many and a great way to rake in the funds to help children around the world.

In the Americas, buttermilk pancakes rule. If you’re Austrian, it’s _Kaiserschmarrn_. Eastern Europeans love _blini_. The French have mastered the _crêpe_. In Malaysia, it’s _Apam Balik_. Colombians love _cachapas_. The Japanese crave _okonomiyaki_ and in Iceland, it’s _þönnukaka_. Of course, these are just a few variations—there are plenty more. Since we’re celebrating our history and 100 years of fundraisers and service projects, we decided to share some pancake recipes to inspire you for your next event.

It’s pancake time ... with an international twist.
BUTTERMILK PANCAKES

Ingredients
2 cups buttermilk
1 cup flour, sifted
1 egg at room temperature
1 teaspoon baking soda
1/2 teaspoon salt
1 teaspoon bacon grease or melted butter

Process
In small mixing bowl, combine all of the ingredients and mix well. Pour by spoonfuls onto a hot, lightly oiled griddle. Cook until the batter is bubbly. Turn over. Serve immediately with butter and syrup or favorite fruit sauce.

Tip: Try dropping fresh blueberries or chocolate chips into the pancake while the first side is cooking.
CRÊPES

Ingredients
1 1/4 cups whole milk
2 eggs
3/4 cup all-purpose flour
1-2 tablespoons sugar for sweet crêpes (omit for savory crêpes served with a savory filling such as ham and cheese)
Pinch of salt
Butter

Process
By hand: Pour the flour in a large bowl, break the eggs in the middle and mix with a bit of milk. Add more milk and beat with a fork until the batter is smooth. Heat a large nonstick frying pan, add a bit of butter to coat the surface and pour about 3/4 cup of batter in the pan, making it travel across the surface so it coats it evenly. Once the edges start pulling away from the pan, flip the crêpe over, either with a spatula, by hand or by tossing the crêpe in the air. The surface of the crêpe should be a light yellow with some light brown areas. Save to a plate and repeat until you run out of batter.

Serve with a little sugar sprinkled over, roll up the crêpe and enjoy! Other fillings: jams, Nutella, chocolate and banana, etc.

Savory crêpes: Add grated Swiss cheese and ham, roll up the crêpe, add grated cheese on top, and warm up in the oven. Other fillings: smoked salmon and asparagus with a bit of sour cream, béchamel sauce with ham or cheese or both, seafood. The possibilities are endless.

Tip: Basic way to fold a crêpe is to roll it. Or, fold in half and in half again.
KAINSERSCHMARRN

Ingredients
- 4 eggs, yolks and whites separated
- 1/2 cup milk
- 1/2 cup granulated sugar
- 1 pinch salt
- 1 cup plain flour
- Handful of raisins
- 1 tablespoon butter
- 2 tablespoons powdered sugar
- Apples or stewed plums

Process
- Beat the egg whites until soft peaks form. Tip: Lift your beater or whisk straight up: The egg whites will form soft mounds rather than a sharp peak.
- Beat the egg yolks in a separate bowl until smooth; mix in the milk, granulated sugar, salt, flour and raisins until just moistened. Fold in the egg whites.
- Melt the butter in a large frying pan over medium heat. Pour the batter into the pan and cook until golden brown; flip and cook until set on the other side, about 1 minute. Tear the kaiserschmarrn into pieces using two forks and continue cooking until golden brown, about 2 minutes.
- Sprinkle with powdered sugar to garnish, and serve with a dollop of apple or stewed plums.
Ingredients

5 level tablespoons flour
1 1/2 pounds peeled potatoes
1 small onion, skinned
1 egg, beaten
1/2 level teaspoon salt
1/8 level teaspoon pepper
Oil for frying

Process

Measure flour into a medium-sized bowl. Over it, grate the peeled potatoes and onion, using a fine grater, then quickly stir in the egg, salt and pepper. Lightly grease a heavy pan and put over medium heat. Drop heaped tablespoonfuls of the potato mixture into the hot pan and fry until crisp and golden on the underside, turn and brown on the other side. Drain on kitchen towel. Serve instead of a vegetable or with applesauce or mixed stewed fruit at luncheon or supper. Also great served with bacon and eggs.

Recipe courtesy of Dee MacKenzie | Kiwanis Club of South Bend, Indiana
RED VELVET CHEESECAKE PANCAKES

**Ingredients**
- 2 eggs beaten
- 1 cup milk
- 2 tablespoons melted butter
- 2 cups flour
- 2 tablespoons cocoa powder
- 2 tablespoons powdered sugar
- 1 teaspoon baking powder
- Red food coloring

New York-style cheesecake (put it in the fridge to make sure it’s firm)

**For syrup:**
- 1/2 cup white chocolate chips
- 1/2 cup heavy cream

**Process**
Whisk together the liquids: milk, eggs and melted butter. Pour milk mixture into a bowl with the dry ingredients of flour, cocoa powder, baking powder and powdered sugar. Add a few drops of food coloring into the batter, and mix until all incorporated. Remove the cheesecake from the fridge and cut into tiny bite-size cubes. Prepare greased griddle and scoop pancake batter onto the griddle, about 1/4 cup per pancake. Add the cheesecake bites onto the pancake while the first side cooks. When bubbles appear, flip pancakes and repeat.

**Syrup**
Microwave white chocolate chips and heavy cream for 30 seconds, then stir. Repeat until all the chocolate is melted.

Recipe courtesy of Jonathan Cao-Nguyen, Circle K Club of California State University-Long Beach, California. His recipe gathered the most “likes” on Kiwanis International’s Facebook page request for pancake recipes. He will receive a US$50 gift certificate to the Kiwanis Family Store. ©
INDY!
City of Surprises

INDIANAPOLIS RESIDENTS ARE TOO MODEST TO BOAST ABOUT THEIR HOMETOWN—EVEN THOUGH THERE’S PLENTY TO PRAISE.

Need a chatty insider to tell you about all the great things Indianapolis has to offer? A local who’ll crow about this city’s unique sights, world-class dining and quirky cultural scene?

Well, good luck with that.

Indy residents are almost pathologically modest. Most other city dwellers will go on endlessly about what makes their burg special. Not here. The locals loathe puffery. Instead of talking up our town, we prefer to, as the old folks say, “Hide our light under a bushel.”

BY SAM STALL
Even the man who platted the place back in the 1820s, surveyor Alexander Ralston, couldn't bring himself to boast about what he'd done. After marking off the one-square-mile grid that served as the template for our downtown, he was heard to remark, “It will be a beautiful city, if it is ever built.”

Not exactly full of himself, was he?

But it was indeed built, and to a size and scale that Ralston never imagined. The country’s 13th-largest city boasts a glittering, growing downtown, and has hosted everything from the Super Bowl to the NCAA men’s basketball Final Four (seven times and counting). National surveys call it the best convention spot.

If you only see it from the window of a jet, or hear about it secondhand, it’s hard to know what the fuss is about. From 30,000 feet it could be mistaken for just one more generic town sprawled across the nation’s pool table-flat midsection. Getting a real taste of the city requires boots on the ground. At eye level you’ll find a bracing mix of deep-rooted respect for tradition and 21st-century multicultural vibrancy.

If you enjoy history, look no further than the local merchants. The lineup includes Stout’s Footwear, the oldest shoe store in the US.
Patrons can purchase pumps and brogues at a storefront location that first opened its doors in 1886, during the Grover Cleveland administration. The city’s premiere dining establishment, St. Elmo Steakhouse, boasts an only-slightly-less-august pedigree, having served its first meal in 1902. But no one’s been around longer than the Slippery Noodle Inn, a downtown hotspot that poured its first drink in 1850 and counts bank robber John Dillinger among its former patrons. In one of its outbuildings you can still see bullet holes in a brick wall where he and his gang held target practice.

St. Elmo Steakhouse
We certainly remember, even revere, our roots. But something else is happening here. New immigrant communities are adding their own flavors to the pot. Consider the dining scene. You can still find plenty of meat and potatoes, but also pretty much any other cuisine. Handmade tamales with as much street cred as anything found in Mexico City. Achingly authentic bowls of Vietnamese Canh chua, prepared and served by achingly authentic Vietnamese expats. Vegetarian Indian cuisine so toothsome you won't even miss the meat.

If you'd like a truly local, definitively Indianapolis dish, seek out a tenderloin sandwich. It's not what you think. Almost anywhere else on earth a “tenderloin” is just a cut of beef. But here in Indianapolis, it's a slice of pork pounded until it’s paper-thin and roughly as big as a hubcap. Then it’s breaded, flash fried to crispy, golden perfection and served on a hilariously inadequate hamburger bun. Feel free to partake, but don’t develop a taste for it. You won't find this dish anywhere but here. Ask for it outside of Indiana’s borders and all you’ll get is a blank stare.

If you’d like to enjoy a double shot of local color, order your tenderloin at a little eatery called Plump’s Last Shot. Located in the tony Broad Ripple neighborhood, it offers these exquisitely local sandwiches in a place that honors an exquisitely local hero, Bobby Plump. Out-of-towners may know that David Letterman, poet James Whitcomb Riley and author Kurt Vonnegut are Indianapolis-born luminaries. But Bobby Plump—at least in these parts—is a bigger name than any of them.

Robert Indiana’s “LOVE” at the Indianapolis Museum of Art
Cultural Trail

The Eiteljorg Museum

City Market

Indianapolis Motor Speedway

Fountain Square Cultural District

The Indianapolis Children's Museum

The Indianapolis Zoo
To understand why, you need to know that all of Indiana worships basketball in general and high school basketball in particular. And that back in 1954 Plump led a hoops squad from the microscopic farm town of Milan to the boys state high school basketball championship, winning the game with a last-second shot.

That feat looms even larger when you consider who Milan had to beat to get there. Milan’s defeated opponents included Indianapolis’ Crispus Attucks High School, whose team was led by the greatest hoops star the city ever produced—and maybe the greatest baller ever to lace up a pair of chucks: Oscar Robertson.

If this tale sounds vaguely familiar, it’s because it served as the inspiration for the classic sports underdog movie “Hoosiers.” The closing scene, by the way, was filmed at the same gym where Plump made his actual shot: Hinkle Fieldhouse on the campus of Indianapolis’ Butler University (enrollment 4,000).

And if that name sounds vaguely familiar, it’s because in 2010 and 2011 Butler advanced all the way to the NCAA men’s national basketball championship game.

When it comes to Indianapolis and basketball, life mimics art. And vice versa.

But the city’s hidden treasures aren’t just found on plates or in gyms. Many are just a short walk or bicycle ride away. There’s Eagle Creek Park, one of the largest municipal parks in the US, where deer graze and bald eagles soar just minutes from downtown. And the Indianapolis Museum of Art, whose palatial grounds include the 100 Acres sculpture garden, made famous by its mention in Indianapolis resident John Green’s blockbuster novel “The Fault in Our Stars.”

And speaking of high-profile landmarks, they don’t get much more high-profile than the Indianapolis Motor Speedway. This 2½-mile, century-old racing oval packs in well north of 250,000 spectators each May for the Indianapolis 500. It’s the largest sporting facility in the world, by far. The only thing bigger—ever—was imperial Rome’s Circus Maximus.

And then there are the neighborhoods. Broad Ripple for wall-to-wall nightlife; Fountain Square for everything from art galleries to antique shops to oddities such as duck pin bowling; Mass Ave for local theater productions or perhaps a schnitzel at The Rathskeller, which has served authentic Bavarian fare since 1894.

All of these neighborhoods are linked via the Indianapolis Cultural Trail, a private project of breathtaking scope that links pretty much all of Indy’s cultural and entertainment assets via eight miles of wide, beautifully landscaped pedestrian/bike lanes. Urban planners come from all over the world to study it, because there’s simply nothing like it anywhere else.

Don’t worry if you haven’t heard of it. That just makes the joy of discovery sweeter. And there are plenty more finds where that one came from. Because time and again, be it on the basketball court, in the dining room or on its friendly streets, unassuming Indianapolis always finds ways to surpise.

Photos courtesy Visit Indy
A CENTENNIAL CELEBRATION

IF THERE EVER WAS A CONVENTION NOT TO MISS, THIS IS IT.

Be there as we celebrate 100 years of Kiwanis service with a convention unlike any other. And we won’t be alone in our celebration. Circle K, Key Club and Aktion Club will all join us in Indianapolis for the party.

What can you do at the 100th celebration?

Engage and exchange with other Kiwanians. Gather tools you can use in your own Kiwanis club. Have a voice: Vote for the future leaders of Kiwanis and weigh in on proposed amendments. Have fun. Make friends. Celebrate our successes as we make plans for the future.

Don’t miss out on the party of the century.

Come be a part of history.
This year’s convention is a celebration—so we’re doing things a bit differently. Make your plans early so you don’t miss out on any of the fun!

Here are a few of the highlights* from the celebration schedule:

**Daily**
- Get (or stay) fit—yoga, runs/walks on Cultural Trail
- Tours of 3636 Woodview Trace
- The Kiwanis World Showcase (formerly the Exhibit Hall)
- Kiwanis Centennial Playground build at Hawthorne Park, hosted by the Indiana District

**Wednesday, June 24**
- Service Leadership Programs Conference
- Get on Track pre-convention workshops
- Happy Hour networking in The Kiwanis World Showcase

**Thursday, June 25**
- Education round robins (30-minute sessions)
- Monumental Pancake Lunch on the Circle
- Opening Celebration: The Kiwanis Century
- The Eliminate Project Celebration

**Friday, June 26**
- Fellowship Breakfast
- Business Session
- Free time to explore Indy
- Birthday Bash on Georgia Street
- Kiwanis Fireworks Night at the Ballpark
- All-night dancing on Georgia Street featuring DJ Andy Austin

**Saturday, June 27**
- Ribbon cutting at Kiwanis Playground in Hawthorne Park
- Idea Exchange (TED-style success sharing)
- Closing Celebration: The Next 100 Years
- Up with People concert (black tie optional)
- Next Century Ball featuring the Sugar Creek Big Band (black tie optional)

* NOTE: All events are subject to change.

Photos courtesy Visit Indy
WHAT’S NEW
The 2015 Kiwanis International convention isn’t just a convention; it’s our Centennial Celebration. Think of it as the premiere event—the pinnacle party planned over 100 years. The perfect opportunity for Kiwanis International to go big, go bold and go new, exciting directions. What to expect:

More opportunities to bring Kiwanis into the host city; and the host city into Kiwanis
Pre-convention education tracks. Choose one of three professional tracks to sharpen skills in public relations, fundraising or event planning. Each track offers a day of sessions designed and led by industry pros. Workshop access included in general convention registration price. Separate fee for non-Kiwanis public attendance.

Pancakes on Monument Circle and birthday cake on Georgia Street. Enjoy pancakes on "The Circle" featuring the famed “panca-tron” from the Kiwanis Club of Park Forest, Illinois, and a birthday bash with a live band and DJ on Georgia Street.

Kiwanis Fireworks Night at the Ballpark. Victory Field hosts the Kiwanis family for a game and fireworks.

Engaging education in new formats
Feedback from the 2014 Kiwanis convention in Japan was clear: Attendees loved the shorter education sessions laser focused in key topic areas. In addition to the new pre-convention education tracks, the 2015 convention will offer:

30-minute workshops focused on the four areas of Kiwanis’ strategic plan, the I-Plan: membership and engagement, meaningful service, image and financial viability.

A TED-style, “show and tell” morning where members hear real success stories and learn secrets from other members.

A little extra sparkle for a very special night
While most of the convention will be casual, Saturday's Next Century Gala is the night to dress up and ring in Kiwanis’ next 100 years in style. The black-tie-optional evening features an Up with People concert and live, big-band dancing.

A new dynamic pricing structure
Have convention registration your way. Choose from registration-only and purchase ticketed events a la carte, or take advantage of a new Platinum Pass and/or an All-Inclusive Premium Package. The Platinum Pass gets you into events ahead of the crowd and offers sweet amenities—including an exclusive VIP lounge, drink and breakfast tickets and more. The All-Inclusive Premium Package covers it all—registration, ticketed events and Platinum Pass—at a US$40 discount.

REGISTRATION OPENING SOON

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<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>What you get</th>
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<tr>
<td>Registration*</td>
<td>US$275</td>
<td>Entrance to convention sessions, pre-convention workshops, other education</td>
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<td>sessions, non-ticketed events and exhibit hall</td>
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<td>Platinum Pass</td>
<td>US$175</td>
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<td>a VIP lounge, VIP session seating, VIP registration and concierge, 2</td>
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<td>continental breakfasts, 2 drink tickets for opening cocktail reception,</td>
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<td>Fellowship Breakfast</td>
<td>US$50</td>
<td>Entrance and meal for Friday morning Fellowship Breakfast</td>
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<td>Kiwanis Fireworks Night at the Ballpark</td>
<td>US$40</td>
<td>Entrance to Friday evening Kiwanis fireworks and baseball game, drink</td>
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<td>tickets, dinner and souvenir T-shirt included</td>
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<tr>
<td>Next Century Gala Night</td>
<td>US$75</td>
<td>Entrance to Saturday evening Up with People concert and Centennial Ball</td>
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<tr>
<td>All-Inclusive Premium Package</td>
<td>US$75 ($40 savings)</td>
<td>Registration, Platinum Pass, and all amenities associated with Fellowship Breakfast, Kiwanis Fireworks and Night at the Ballpark, Next Century Gala Night</td>
</tr>
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*All prices based on early registration. See www.kiwanis.org/convention for pricing after April 1, 2015.

Watch www.kiwanis.org/convention for more event details!
ANSWERS:

From the Kiwanis history quiz on pages 34-37

1. C and D. However, hugging a squirrel on January 21 is not advisable. So, hug a Kiwanian instead.

2. All of the above.

3. B, $577

4. Kawaniser

5. A, the Kiwanis Hornet

6. Never. Nixon addressed the 1957 Atlantic City convention, but as vice president.

7. Vancouver, British Columbia

8. Sacramento. The first Key Club boasted 15 members.

9. All were members of Key Club.

10. The essay, by Roe Fulkerson, was titled “He Ain’t Heavy, He’s My Brother.” A song by the same name became a worldwide hit for The Hollies in 1969 and for Neil Diamond in 1970.

11. Franklin D. Roosevelt, who addressed delegates from the 1936 Washington, D.C., convention on the south lawn of the White House.


13. Christchurch, New Zealand (Lat 43°31’ S).


15. Orville Redenbacher’s Gourmet Popping Corn, developed by its namesake (and longtime Kiwanis member) Orville Redenbacher.

16. Twenty-four. Other ’70s entrants included Malaysia, Nigeria and Singapore.

17. Dallas, Texas and Kansas City, Missouri.

18. There really is no correct answer. A few scenarios: In 1919, the Dallas Texas, Kiwanis Club gave Frances Bogie “life” membership. Leah Slaughter was an honorary member of the Goldsboro, North Carolina, club in 1921. Julie Fletcher joined the Ridgewood, New Jersey, club in 1984, but Kiwanis International returned her dues. Her case went to US district court, and she was in attendance in Washington, DC, when the historic vote was taken to accept women into Kiwanis. And Cindy Champer joined her Ashland-Breakfast, Kentucky, Kiwanis Club within the first days of women being allowed to join after the historic vote in 1987.

19. Total Kiwanis membership, including Key Club and other affiliated groups, exceeds the population of all four nations combined by roughly 60,000.

Bonus questions:

1. All three have been memorialized with Kiwanis club names: Knute Rockne Memorial, Granger, Indiana; Sanary-Le Beausset Josephine Baker, France; and Istituto Comprensivo Statale “Anna Frank,” Italy.

2. At the 25th Annual Kiwanis International Convention in 1940, Montréal, Quebec, Kiwanian Walter Zeller decorated a birthday cake with 25 Canadian silver dollars. The coins were auctioned for US$625 to establish the Kiwanis International Foundation. At Kiwanis’ 50th anniversary celebration, chef Case Van Kleef delivered a towering birthday cake into Detroit’s Cabo Hall and was so impressed by what he observed that day that he joined Kiwanis. About 40 years later as a Plover, Wisconsin, member, Van Kleef became our 2004–05 Kiwanis International president.
It’s human nature: When you love something—when something really matters to you—you want to share it. You want other people to love it with you. And you want it to be more than something you “do.” You want it to be part of your life. That’s The Formula: Take something you love. Share it with others. Make it a part of your life. It’s Kiwanis. Love it. Share it. Live it.

Get inspired. Check out the video! www.kiwanis.org/theformula
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reg. $69.50-$74.50

our best selling dress shirt
the pinpoint oxford

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- button or french cuffs
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Is managing club tasks driving you nuts?

Fortunately, you have access to Portalbuzz. Simple tools for handling club tasks. Design templates for Kiwanis club websites. Fewer tasks, more service. Try the demo or sign up for a free trial. Go to www.portalbuzz.com.

BIRTHDAYS

The following clubs celebrate 25th, 50th and 75th anniversaries in February and March 2015. For a more complete list, visit www.kiwanis.org/birthday.

75TH—1940
Smithville, Missouri, February 15
Tifton, Georgia, February 15
La Mesa, California, February 22
Hamilton East, Ontario, February 28
Dillon, Montana, February 29
Kings Mountain, North Carolina, March 7
Ellicott City, Maryland, March 18

50TH—1965
Choctaw, Oklahoma, February 20
Garland, Texas, March 18
Madisonville, Tennessee, February 24

25TH—1990
Inverness, Alabama, February 1
Langesund, Norway, February 20
Fern Ridge, Veneta, Oregon, March 13
Ada Diamond K, Oklahoma, March 13
Livonia, New York, March 16
Conyers, Georgia, March 19
Horton Freia, Norway, March 20
Ebensburg Area, Pennsylvania, March 21
Kuri Paldang, South Korea, March 29

CENTENARIANS
Two Kiwanians are celebrating 100th birthdays during Kiwanis International’s centennial year.
Berea, Ohio, Kiwanian and Past International President Donald E. Williams marked his 100th birthday on November 21, 2014.
Henry Johnson, a Danville, Illinois, member club since the 1950s, will turn 100 in mid-August.

CORRECTION
The December Kiwanis magazine’s birthday list had incorrect years. The correct years are 1940 (75th), 1965 (50th) and 1990 (25th).
Here’s to the next 100 years of collaboration for global impact!

Congratulations Kiwanis on your 100th Anniversary!

Proudly providing shuttle service for Kiwanis for over 29 years. We look forward to being there to help celebrate your 100th Anniversary.

Congratulations from all of us at The Convention Store

Happy birthday, Kiwanis! Thank you for putting children first and helping UNICEF to eliminate MNT.

Congratulations Kiwanis International on a century of service to children!

www.jci.cc

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www.jci.cc
NAME DROPPERS
CONVENTION NAME TAGS: INTRODUCING KIWANIS FRIENDS SINCE 1916

It’s a well-proven benefit of attending Kiwanis conventions that the annual gatherings are great places to make life-long friends. Officiating at many of those introductions are convention badges.

Everything you need to start a conversation is printed right there: your name and the name of your club.

The tags and their accompanying ribbons also designate an attendee’s status. San Antonio, Texas’ 1935 pin in the second row on the right, for example, was a “ladies badge”. To its left is a delegate’s badge, which allowed Ray Blunt to represent his Englewood club in the 1924 House of Delegates where our six Objects were adopted. Today, you’d also find ribbons for “first-timers” and Kiwanis International Foundation supporters.

Convention name tags have changed over the years, from ornate metal badges depicting the host city’s skyline (1939’s Boston on the left of the middle row) to today’s paper cards. For many years, they were pinned to lapels, but lately, conventioners dangle their computer-generated identifiers from lanyards around their necks.
It’s your Centennial Award. It’s our gift to the world.

For 100 years, the Kiwanis family has been changing children’s lives. Now you can celebrate in the spirit of that service. Earn a Centennial Award with a gift of US$1,500 to the Kiwanis International Foundation. Your generosity will help provide our anniversary gift to the world: the elimination of maternal and neonatal tetanus.

www.TheEliminateProject.org/centennialaward
WHAT’S YOUR STORY
If your club has a success story, simply email a summary and a few photos to shareyourstory@kiwanis.org to be considered for possible future use in Kiwanis International publications.

HAVE YOU SEEN US LATELY?

Introducing the new KIWANIS MAGAZINE app for iPad

This interactive and entertaining publication brings new dimensions to Kiwanis magazine through video, slideshows, audio and other exciting features.

And it’s free.

You’ll find the new app by launching Newsstand and searching for “Kiwanis.” Then follow the instructions.

Download the Kiwanis magazine app now, and experience the future of storytelling.

Coming soon for Android and Windows tablets.