KIWANIS
SERVING THE CHILDREN OF THE WORLD®
MARCH 2014

MADAGASCAR
OUTREACH ON THE OUTSKIRTS
Let the world know

Think about what you love about your Kiwanis club. Then think about what could happen if you told friends, family and fellow community members. After all, there's nothing like a love that makes the world better. **So why not let the world know?**

Get inspired. Check out the new video!
www.kiwanis.org/lovelmyclub
Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

2013–14 OFFICERS, KIWANIS INTERNATIONAL
PRESIDENT Gunter Gasser, Spittal an der Drau, Austria
PRESIDENT-ELECT John R. Button, Ridgetown, Ontario
IMMEDIATE PAST PRESIDENT Thomas E. “Tom” Delullo, Bronxville, New York (Fordham, Bronx club)
VICE PRESIDENT Susan A. “Sue” Petrisin, East Lansing, Michigan
EXECUTIVE DIRECTOR Stan D. Soderstrom, Indianapolis, Indiana (Pike Township-Indianapolis club)
TRUSTEES Patricia “Patti” Barotti, San Ramon Valley, California; Kevin Dean, Suncrest Area, Morgantown, West Virginia; Jane M. Erickson, Belleview-OFF, Nebraska; Patrick B. Ewing, Victoria, British Columbia; Clinton Green, Napier, New Zealand; Özkar Guldşen, Kapavogos-Eldery, Iceland; Stephen T. Hill, Milford, Connecticut; Marcel Kreienbühl, Gossau-Flawil, Switzerland; Dario A. Marcon, Padua, Italy; Florence C. “Polly” Lat, Inter-City Homes, Muntinhups, the Philippines; Lee Ruan Yong, Kuala Lumpur, Malaysia; Warren F. Mitchell, Greeley, Colorado; Dennis M. Oliver, Gulfport, Mississippi; Colin Rechsteiner, South Edmonton, Alberta; James M. Rochester, Peoria, Illinois; Elizabeth M. Tezza, East Cooper, Mount Pleasant, South Carolina

MAGAZINE STAFF
EDITOR Stan D. Soderstrom
CHIEF COMMUNICATIONS OFFICER Amy Wiser
PUBLISHER/CIRCULATION MANAGER Jack Brockley
MANAGING EDITOR Kasey Jackson
ASSISTANT EDITORS Curtis Billue, Chip McComb
ART DIRECTOR Andy Austin
CONTRIBUTING EDITORS Alyssa Chase, Jo Lynn Garing, Tony Knudver

ADVERTISING SALES
3636 Woodview Trace, Indianapolis, IN 46268
317-875-8775, ext. 170; Fax: 317-217-6570
Email: advertise@kiwanis.org

KIWANIS INTERNATIONAL OFFICE
3636 Woodview Trace, Indianapolis, IN 46268-3196
800-KIWANIS (in US/Canada), 317-875-8755
Fax: 317-879-0204
Email: magazine@kiwanis.org
Websites: www.kiwanis.org (public)
www.kiwanis.org/kiwanisone (members)

FUTURE CONVENTIONS
Tokyo-Chiba, Japan, July 17–20, 2014
Indianapolis, Indiana, USA, June 25–28, 2015
Toronto, Ontario, Canada, June 23–26, 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 Trace, Indianapolis, IN 46268-3196. Periodicals postage paid at Indianapolis, IN and additional mailing offices. (CPC Pub Agreement #4803035/1) Return undeliverable Canadian addresses to Kiwanis, 2835 Kew Drive, Windsor, ON N8T 3B7.

Member’s annual subscription is US$8. Nonmembers may subscribe for US$12 per year.
The information in this magazine is for illustrative and discussion purposes only. It is intended to provide general information about the subject matter covered and is provided with the understanding that Kiwanis is not rendering legal, accounting or tax advice. You should consult with appropriate counsel or other advisors on all matters pertaining to tax, estate or accounting obligations and requirements.
Copyright © 2014 by Kiwanis International

MARCH 2014 | VOLUME 99, NUMBER 2

DEPARTMENTS
04 VOICES
President’s message; executive perspective; in memoriam; letters
06 NEWS
Protecting youth; branded new; Laos eliminates MNT; celebration of the century; magazine’s new app; showcase your community on Kiwanis One Day; quotes

40 SHOWCASE
Eagle Scout: always prepared; the little bookmobile that can; tennis, everyone; top cop; driven to disaster response; double crossed

50 RETROSPECTIVE
How to succeed in business

FEATURES
12 PROOF POSITIVE
Madagascar may be one of the world’s poorest countries, but outreach and education are bringing big change.

22 PAPER MAGIC
Kiwanis member transforms paper into beautiful sculptures and children into artful thinkers.

28 MERCY MISSION
Friends use a Kiwanis International Foundation grant to bring improved surgical practices for burn and cleft palate patients in Ethiopia.

32 SHOW & TELL
Once upon a time, Aruba children lost their love of books. But Kiwanis writes a happy ending.

Cover photo by Kasey Jackson

MARCH 2014 03
It seems like I met hundreds of children during a recent trip to Madagascar to review the progress of The Eliminate Project.

Each child I interacted with made an impression on me. There was a child in pink pants who followed along as we played a clapping game, not speaking, but laughing and smiling as we tapped our hands together. Then there were the other children who wanted me to take their picture. When I showed them their photos on my camera, they’d laugh and scurry away and return with their friends for some more photos.

They were excited to see us. And I was excited to see so many children laughing and having fun in a country as poor as Madagascar.

To get to a health clinic in Belo Tsiribihina, we drove along bumpy roads in SUVs and crossed a river by a raft. There, we toured the district vaccination storage rooms to see how a team of health professionals keeps the vaccine at a precise temperature and then distributes it to every health center. While this doesn’t sound so spectacular, it is when you think of the heat, the non-existent roads, the limited availability of electricity and the lack of water. To get the vaccine to one health center during the immunization campaign, health workers had to travel by boats and on foot, an overall journey that took several days. Other volunteers routinely walk many miles to reach remote health centers.

At the Tsimafana Health Center, we saw an immunization session for infants. In Beroboka, we took part in an ante-natal consultation for mothers. These were wonderful opportunities to witness the very successful work UNICEF is doing here in Madagascar.

I am proud to be the president of an organization that is improving the world. Through The Eliminate Project, we are making a difference in the lives of families living in inaccessible areas. I cannot publicly thank enough the Kiwanis family, our donors, UNICEF staff and volunteers for their devotion, responsible and generous commitment.

Read more about the Madagascar trip on page 12.
IN MEMORIAM

ARTHUR D. “ART” SWANBERG, 1993–94 KIWANIS INTERNATIONAL PRESIDENT

OUR GENTLEMAN LEADER

The ranks of past Kiwanis International presidents have been thinned once again with the passing of Arthur D. “Art” Swanberg on January 18, 2014. Art was a member of the White Rock, Dallas, Texas, Kiwanis Club.

As our president, Art had the honor of kicking off the first Kiwanis International global campaign: the virtual elimination of iodine deficiency disorders. To accomplish this unprecedented worldwide project, he asked us to widen our horizons and think beyond our local communities. He illustrated this challenge with a story of a township fire department that responded to a barn fire but stopped short of the property, because the blaze was in the adjoining township.

Art also emphasized that service goes hand-in-hand with membership growth. We grow to serve and serve to grow, he said.

Art is survived by his bride of more than 60 years, Alice; their son, Geoff, and Geoff’s wife and two daughters. He’ll always be remembered for his gentlemanly manner, wit, smile and dapper style, and I will always remember him as a close and true friend.


LETTERS

OUR READERS COMMENT ON STORIES IN PAST ISSUES

THE ORIGIN OF ANGELS

Great article on the Kiwanis Club of McKinney (“A Texas Home Run,” January/February 2014). I have a little more history on the Angel League in which the Kiwanis club is involved. The league originated some years ago from a Kiwanis Club of Plano, Texas, member.

Sylvia Welch wanted to do something for physically challenged kids that would make them feel more equal to other kids playing sports. So, the Angel League was born, which eventually included other club teams in North Texas. Games were played at the YMCA ball field, and the club paid for the uniforms and equipment. The league then spread from there.

It was a great success under Welch’s guidance. I just wanted to give credit to a wonderful, loving service-minded lady who saw a need and just filled it.

I can attest to all this since I was a long-time member of the Plano club before moving to Florida. Thanks for the article. It brought back many memories.

TOM DULANEY
KIWANIS CLUB OF TOP OF THE BAY, FLORIDA

REWARDS OF MEMBERSHIP

Usually when I get my copy of Kiwanis magazine, I go first to the main articles. However, when I got the January/February 2014 issue, I opened and read the columns by Kiwanis International President Gunter Gasser and Executive Director Stan Soderstrom.

What a rewarding experience it was! It made me proud to be a Kiwanian. I recommend both of these columns to all Kiwanians.

Our small club has furnished four district governors and numerous lieutenant governors. We’ve been among the leading supporters in the Carolinas District of both the IDD program and The Eliminate Project. In addition, we sponsor youth organizations at four levels.

I tell new members that what they get out of Kiwanis will depend upon what they put into it. It’s obvious as I read about the accomplishments of many clubs that we have dedicated Kiwanians all over the world. We should encourage as many young people as possible to join us!

CLARENCE WHITEFIELD
KIWANIS CLUB OF CHAPEL HILL–CARRBORO, NORTH CAROLINA

Letters related to magazine content may be sent to magazine@kiwanis.org.
NEWS
WHAT YOU NEED TO KNOW
TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL

PROTECTING OUR YOUTH
Is your club doing all it can to protect children?

The new Kiwanis Youth Protection Guidelines took effect October 1, and club leaders are advised to use this online training module to get the background they need before training other club members.

Find this and other youth protection resources at www.kiwanis.org/youthprotection, or contact the Kiwanis member services team at 1-800-KIWANIS, ext. 411, and at memberservices@kiwanis.org for details.

ON SOCIAL MEDIA
Lakeport, Florida, Kiwanis Club on Facebook

“This Saturday morning, seven members got it done. Thanks to President Andre for making it (litter patrol) happen on the frosty morning.”

BRANDED NEW
Looking for help raising awareness about Kiwanis in your community? Check out the newest brand guidelines and updated logos at www.kiwanis.org/logos.

RISE TO THE CHALLENGE

“Kiwanis, let’s build a reputation as an organization where people come to be challenged, to grow and to work hard while having fun. Isn’t that what you want to be a part of?”

Susan A. “Sue” Petrisin
Kiwanis International vice president

IMPRESSIVE WORDS

“A plaque at the James Whitcomb Riley Hospital in Indiana reads: ‘Children’s smiles inspire bridge building across seemingly insurmountable obstacles. Their hearts create communities we never imagined possible.’”

Gunter Gasser
Kiwanis International president
Got History?

Kiwanis International is looking for historic Kiwanis photos and videos. Does your club have something to share? Please consider sending us your historic photos and pre-1965 videos. Mail original versions (we’ll return them!) to Kiwanis Magazine, 3636 Woodview Trace, Indianapolis, Indiana USA, 46268.

ON SOCIAL MEDIA

Terry Roe, Kiwanis Club of Chandler, Arizona, on Twitter

“If U R watching 2 much TV, join Kiwanis.”

LAOS ELIMINATES MNT

The World Health Organization conducted a validation survey in Lao People’s Democratic Republic (Lao PDR), and the results show the country has eliminated maternal and neonatal tetanus (MNT). MNT still remains a deadly threat in 25 countries.

100 YEARS

THE CELEBRATION OF THE CENTURY

Kiwanis International is gearing up for its 100th birthday—and we want you to celebrate along with the entire global membership.

Here’s what you can do:

• Check out the website at www.kiwanis.org/kiwanis100 to plan your club’s own celebration, learn about centennial events and launch your club and Kiwanis into the future.

• Promote the year of celebration by downloading the 100th anniversary graphic at www.kiwanis.org/logos100.

• Join the January 23–24, 2015, celebration in the city of our birth, Detroit, Michigan, with the Detroit No. 1 Club. Then, don’t miss the culmination of our 100th anniversary with the convention in Indianapolis, Indiana, where Key Club, Circle K and Aktion Club also will be in attendance. Learn more at www.kiwanis.org/kiwanis100.
THE NEW KIWANIS MAGAZINE iPAD APP

Kiwanis has launched a digital version of the magazine for the iPad*. This interactive and entertaining publication expands the experience of reading Kiwanis magazine through video, slideshows, audio and other exciting features.

To download the new Kiwanis magazine app to your iPad, launch Newsstand and search for “Kiwanis.” Then follow the instructions to download the current issue—and past issues—right to your device. The Kiwanis magazine app is free, and you will be alerted automatically when a new issue is available.

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

HOW TO USE THE APP

TABLE OF CONTENTS
See the list of stories and jump to an article.

BACK ARROW
Return to previous screen.

QUICK VIEW
Browse through entire issue in overview mode.

LIBRARY
Return to available issues.

MENU BAR
Tap anywhere on the screen to view the menu bar

INTERACTIVE FEATURES AND ICONS

PLAY VIDEO

*Currently, the Kiwanis magazine app is available exclusively for the iPad.
NeutronicEar is the pioneer in Sound Amplification technology. The high cost and inconvenience of Hearing Aids drove an innovative audiologist and speech pathologist, to develop an affordable solution that is Easy to use, Hard to see, and now Rechargeable. NeutronicEar has provided affordable hearing help for millions of customers for over 25 years.

The Rechargeable comes with Three Channels of Noise suppression. At the press of a button, you can fine tune to your individual hearing needs. The Volume Control Wheel can easily turn Up and Down the sound level for any environment. Batteries are now a thing of the past with our patented removable Power Pack technology.

NeutronicEar will deliver the unit to your home fully charged and ready to use right out of the box. Our product is small, light weight, and when worn is nearly invisible. Built with the same state of the art components as products costing thousands more, The Rechargeable provides the best in performance, savings and convenience. Don’t waste your money on cheap imitations.

It works... but don’t take our word for it. Why pay thousands to make everything sound louder when all you really need is a (PSAP) Personal Sound Amplification Product? We’re so sure you’ll be absolutely thrilled with the quality and clarity of sound, that we are offering it to the public at a LOW introductory price with our exclusive in-home offer. If, for any reason, you are not amazed by how this product improves your life, simply return it for a refund within 30 days.

Includes 2 Patented Power Packs! Pop Off one, Pop On another and you’re ready to go!

100% Digital
Save $100’s per year and never deal with hard-to-handle batteries again.

Call our Customer Care Specialists TOLL FREE for lowest prices ever.

Please mention code 14SW016

1-866-727-2126

www.neutronicear.com
SHOWCASE YOUR COMMUNITY IMPACT THIS APRIL 5

Each year during Kiwanis One Day, thousands of Kiwanis-family clubs around the world join together in a day of service.

This year, Kiwanis One Day is April 5—and it’s an excellent opportunity to raise awareness about your club and its impact on your community. Every opportunity to further Kiwanis’ brand awareness and highlight your club’s service in the community will strengthen your Kiwanis club.

Here are some ways you can raise awareness about your club during Kiwanis One Day:

• **Involv[e] others.** Choose a project that creates community involvement, and invite prospective members, community leaders and others to get involved. Inviting others to your event introduces them to Kiwanis fellowship and service. It’s a great way to showcase your true community impact.

• **Invite the media.** Now that you have an exciting event planned, publicize it. Tell even more people in your community about Kiwanis and how you’re making a local difference.

• **Follow up.** After introducing Kiwanis to other people in your community, don’t stop there. Thank them for their contribution to making the community better, and follow up with an invitation to the club’s next meeting.

You can find resources to help you plan the perfect Kiwanis One Day event at www.KiwanisOne.org/OneDay.
A GIFT of LOVE

Honor a woman you love with the greatest gift of all. Give to The Eliminate Project. Help protect the lives of women and babies around the world.

www.TheEliminateProject.org/mothersday

For a limited time only. Give the gift of a Mother’s Day Zeller Fellowship.
+1-317-217-6213 Campaign@TheEliminateProject.org
On a recent visit to Madagascar, Kiwanis donors and leaders were introduced to UNICEF programs throughout the country, including those focused on medical, education and sanitation issues.

They met mothers. Children. Families. They heard about the problems these families face: Extreme poverty. Chronic malnutrition in children, especially those 5 years of age and younger. Lack of education. Lack of resources. Lack of access to clean water.

They also met health-care workers. Some who are paid. Some who volunteer their time to make a difference. And most of whom have tales of traveling hours and hours to reach families in the farthest reaches of this island nation.

And maybe most memorably, they met countless healthy moms and babies who are receiving health care, including protection against maternal and neonatal tetanus.

The process—though a tough one faced with many obstacles and sometimes painstakingly small steps—is bringing positive change in Madagascar.

Kiwanis International President Gunter Gasser visits young schoolchildren in Belo Tsiribihina, Madagascar. Nearly 80 percent of the population lives in poverty here, with most people unable to afford adequate nutrition or access to health care.
These women (shown with their children) in Belo Tsiribihina, Madagascar, were asked how many had given birth to their children in a medical facility. Two raised their hands. When asked how many had received their tetanus vaccination? Every single one.
The crowd of curious onlookers grows deeper as the strangers descend upon the town of Belo Tsiribihina, Madagascar. Malagasy women, wrapped in brightly colored scarves known locally as *lamba*, line the wall of a simple concrete building, babies resting either on their hips or tied securely to their chest or back. Small children, most without shoes, stand looking wide-eyed at the visitors, who all are wearing the same color: blue. The area where they all have gathered is quite small, a dirt alley of sorts. The visitors, UNICEF staff and Kiwanis volunteers, have come to this spot to meet a young mother and her baby—to hear and see the success of MNT elimination efforts.

Smack dab in the middle of the crowding crowd is a young woman, clothed in a cream and brown dress suit, hair pulled back and secured tightly with a clip. She wears a simple gold cross around her neck and flat dress shoes. She smiles warmly at the women and the growing crowd of children. It’s likely she knows most, if not all, of their names. She is, after all, the town doctor.

Dr. Victoria Tsilimbiza Faranasoa greets a mother and her young son in the crowd. The mother, son balanced on her hip, hands the doctor a small paperback book and certificate. The doctor flips through the pages of the book, smiles and nods, and then hands everything back to the mother. The women exchange a few words in Malagasy, and then, a moment of pride: The mother holds the certificate up for all to see, and for the visitors to snap a photo. It’s a small, colorful piece of paper.

It’s her son’s vaccination certificate. Women here hold these immunization records close—many have them tucked safely into plastic bags for safekeeping. But as these mothers greet the visitors from UNICEF and Kiwanis, they’re happy to show off their papers. After all, they’ve come out to thank the visitors, to meet them ... to see who it is who is helping them keep their children healthy.

Dr. Victoria Tsilimbiza Faranasoa (left) says the immunization rate in Belo Tsiribihina has improved because of outreach programs instituted by herself and other health workers. “This is my contribution to improve the welfare of the population, of our neighbors,” says the doctor, shown at right in her office.
As the group adds new members—now not only UNICEF staff and Kiwanis volunteers, but the doctor and other local health workers have joined the parade—it heads out on foot toward the doctor’s office at the health center. When they part ways, the families, many still feeling shy but curious, wave and look away quickly, only to sneak a peek back at the visitors who have come to their town. Children laugh and skip. Some take off running. The mothers slowly disperse to head back to their homes, the youngest kids scampering alongside, leaving a dusty poof of air at their feet as they go.

The heat of the day is rising and the scenery is unforgettable during the walk to the health center. The roads here are of a mix of red dirt and clay, a sharp contrast to the bright colors of the clothing, green trees and brilliant blue sky. School is letting out for the day and children in vibrant blue smocks fall in line behind the Kiwanis donors and leaders. Farther down the road, there’s a sign made of simple wooden planks and arrows leading the way to buildings housing the town dentist, hospital and health center. Turning to follow the arrows’ directions, one thing is clear right away: The doctor is a very popular woman in this town.

Dr. Victoria, as she is known, keeps quite busy in this town of about 30,000 people. She wakes around 5 a.m., prepares food and gets her 7-year-old daughter ready for school. Before she leaves for the health center, there’s already a growing number of patients lining up outside of her home. She’ll see every one of them.

She heads to the center around 8 a.m., when she sees more patients and fills out patient reports. Around 11:30 a.m., she goes home for lunch—only to find more patients waiting there. After lunch and consultations at home, it’s back to the health center around 3 p.m., where she’ll consult with patients until around 6 p.m. Once she leaves for the day, she’s still not finished: She sees patients at home once again from 6 to 8 p.m.

At 8 p.m., she eats and visits with her daughter. Soon after, it’s time for a little television to catch up on the news, and around 9:30 p.m., she falls asleep.

“I do nothing special,” she says, shaking her head, a huge smile on her face. “I feel tired. But it’s my habit, I’m used to it.

“Since I chose to be a medical doctor, I chose this task. I accept it.”

**WHATEVER IT TAKES**

Tsilimbia Faranasoa grew up in Morondava and went on to train for eight years as a medical doctor at the University of Mahajanga in the northern region of Madagascar. Once she received her medical diploma, she worked for a nongovernmental organization. Then, in 2006, she started at the health center.

As is the case in most areas of the country, the top three ailments she sees patients for are respiratory issues, diarrhea and malaria.

“Here in the health center, there are 60 to 80 patients each day,” she says, “and they have to wait a long time. Some patients prefer to wake up earlier in the morning to see me at my home. Or in the evening. But I must register each patient, even those seen at my home. And I treat about 40 to 50 cases of malaria a week.”

She also works hard to keep the families in the town healthy even when they aren’t at her doorstep needing treatment. Of course, vaccinations, including those for tetanus, are high on her priority list.

And she offers reminders: There are posters hanging around the health center advertising the importance of immunizations.

“We vaccinate about 40 to 60 children a week, along with 10 to 15 pregnant women. We have many health activities every day in the center, but when we receive funds from UNICEF, for example, we can do outreach activities. Our team goes out to remote areas to reach families, primarily for our vaccination program.”

THE DOCTOR IS IN

Victoria Tsilimbia Faranasoa straightens some papers on her desk inside her office at the Belo Tsiribihina Health Center, a slight breeze wipping through the open window behind her. As with most buildings in Madagascar, this window has no glass, simply a cutout in the wall adorned with a fabric curtain, tied in a large knot. Sunset is almost upon the town, casting a colorful hue outside the health center as the doctor sits down to tell her story. It’s almost an hour since the group arrived back at the center, and the doctor has seen the last of her patients. For now.

Dr. Victoria, as she is known, keeps quite busy in this town of about 30,000 people. She wakes around 5 a.m., prepares food and gets her 7-year-old daughter ready for school. Before she leaves for the health center, there’s already a growing number of patients lining up outside of her home. She’ll see every one of them.

She heads to the center around 8 a.m., when she sees more patients and fills out patient reports. Around 11:30 a.m., she goes home for lunch—only to find more patients waiting there. After lunch and consultations at home, it’s back to the health center around 3 p.m., where she’ll consult with patients until around 6 p.m. Once she leaves for the day, she’s still not finished: She sees patients at home once again from 6 to 8 p.m.

At 8 p.m., she eats and visits with her daughter. Soon after, it’s time for a little television to catch up on the news, and around 9:30 p.m., she falls asleep.

“I do nothing special,” she says, shaking her head, a huge smile on her face. “I feel tired. But it’s my habit, I’m used to it.

“Since I chose to be a medical doctor, I chose this task. I accept it.”

**WHATEVER IT TAKES**

Tsilimbia Faranasoa grew up in Morondava and went on to train for eight years as a medical doctor at the University of Mahajanga in the northern region of Madagascar. Once she received her medical diploma, she worked for a nongovernmental organization. Then, in 2006, she started at the health center.

As is the case in most areas of the country, the top three ailments she sees patients for are respiratory issues, diarrhea and malaria.

“Here in the health center, there are 60 to 80 patients each day,” she says, “and they have to wait a long time. Some patients prefer to wake up earlier in the morning to see me at my home. Or in the evening. But I must register each patient, even those seen at my home. And I treat about 40 to 50 cases of malaria a week.”

She also works hard to keep the families in the town healthy even when they aren’t at her doorstep needing treatment. Of course, vaccinations, including those for tetanus, are high on her priority list.

And she offers reminders: There are posters hanging around the health center advertising the importance of immunizations.
Madagascar’s overall health system is poor, but doctors and health workers are determined to overcome the odds. Consultations with families at health centers offer education about everything from vaccinations and proper nutrition habits to the importance of using mosquito nets.
“We vaccinate about 40 to 60 children a week,” she says, “along with 10 to 15 pregnant women. We have many health activities every day in the center, but when we receive funds from UNICEF, for example, we can do outreach activities. Our team goes out to remote areas to reach families, primarily for our vaccination program.”

But getting to the families who need help isn’t always easy—or cheap—which is exactly why funding from organizations such as UNICEF and Kiwanis is so important, she says.

“The most difficult thing for us is reaching the families who are far away. If we don’t have enough money to buy fuel for the boat, we have to take a canoe, and it takes almost one day to get there. One day to go, one day spent there, and one day to come home. And that takes staff away from the health center.”

But she’s dedicated—and almost nothing can keep her from helping those who need help most. But, unfortunately, it isn’t always lack of money and resources standing in the way.

“During Mother and Child Week in October of 2010, when we came back from a very remote area, there were gangs who attacked us,” she recalls. “They thought we were shrimp sellers because of our coolers. There were four of them. I had to go hide, but one person started to take everything, my bag with my telephone, money, jewelry. So the rest of the vaccine, they threw it out. They beat me on my back.”

During this trip, she and several other community health workers were able to escape mostly uninjured, but were left with the reminder that doing their jobs on a daily basis can be very challenging.

“I appreciate the cooperation I get from the community health workers,” she says. “The work we do together is good. The community health workers help me with my daily work. And the population here also accepts the advice given by community health workers. Recently, a vaccination program ended and the community came together to prepare food for us, to thank us. The community members followed us to the river to say goodbye as we got on boats to leave.”

**MAKING PROGRESS**

No matter what story Dr. Victoria shares, she shares it with the widest of smiles on her face. She’s content here, happy. She has a mission and a goal and she goes about it 100 percent. Every day. She knows what she’s doing is making a difference, no matter what sacrifices she makes or how many hours she puts in a day. And there are always positive memories to outweigh the negative ones.

One in particular stands out. This area where the doctor works, Belo Tsiribihina, has seen a remarkable number of women being vaccinated against tetanus—93 percent. This is quite a victory for everyone.

“Almost all the women accept the vaccine, and they know tetanus is very dangerous, which is why they accept to be vaccinated,” she says. “That’s why we have good coverage for the campaign. We do education and messaging here even before consultations.

“But it’s important to give money not only for the vaccine first, but also for the outreach activity … because it is very hard for the health worker to reach the women living in the remote area, because we don’t have enough resources to go there. That’s why it is important to get help from donors. It’s so important.”

From nutrition programs in the town of Andoharanofotsy (facing page) to vaccination drives in Tsimafana and Belo Tsiribihina (above), dedication of health workers is paving the way to improved access to all types of health care.
Paper Magic

Kiwanis member Setsuko Sato uses origami to transform paper into beautiful sculptures and children into artful thinkers.

Story by Jack Brockley | Photos by Nobuaki Tanaka

In Setsuko Sato’s hands, squares of paper fledge into cranes, their wings spread ready for flight. Flat sheets blossom into yellow, orange and white zinnias or fashion an elegant kimono.

Sato, a member of the Sendai, Japan, Kiwanis Club, has practiced the art of origami since childhood. She’s not an “origami artist,” she declares. She’s just carrying on its tradition, teaching the craft to new generations. As Kiwanis International prepares to celebrate its 99th annual convention in Japan, July 17-20, she and other district Kiwanians are ready to share their nation’s traditional crafts with other members from clubs worldwide. The convention’s culture fair will feature Japanese dances, culinary creations, calligraphy. And origami.

Setsuko Sato holds one of her creations, a red paper crane. Japanese legend promises that anyone who folds 1,000 origami cranes will be granted a wish.
“I was a curious child,” Sato says of her childhood.

She pursued that curiosity through literature, favoring fairy tales. She soared over Sweden with Selma Lagerlöf’s “Nils Holgerssons Underbara Resa Genom” (The Wonderful Adventures of Nils); danced until midnight with Charles Perrault’s “Cinderella” and boarded a train for Kenji Miyazawa’s “Ginga Tetsudo no Yoru” (Night on the Galactic Railroad).

“I used to enjoy reading and making handcrafts rather than playing outside,” she says.

When she wasn’t reading, she likely was making things with her hands, such as quilts, afghans and lace.

“Origami was one of my favorites,” she admits. “A flat paper changes its shape every time I fold and becomes three-dimensional. It was a wonder that captured me.”

Paper folding has been popular in Japan for centuries. The elegantly simple crane—orizuru—is perhaps the art’s most recognizable symbol.

Folklore suggests that someone who makes 1,000 paper cranes—senbazuru—will be granted a wish, good luck or a long life. That’s why the birds and other paper sculptures are often presented as gifts, used as wedding decorations and displayed, most spectacularly, at the annual Sendai Tanabata—the Star Festival.

“By the time I became a junior high school student, I was occupied by my studies and other things, leaving little time for origami,” Sato says. “The only exception being the Star Festival.”

A union of Chinese custom and Japanese faith, Tanabata is celebrated throughout the island nation, with one of the most massive displays in Sendai. There, seven types of ornaments decorate the city and surrounding region: paper strips, paper kimonos, paper cranes, purses (for good business), nets (for good fishing), trash bags (for cleanliness) and streamers. (If you’ve ever been to this popular tourist event, you may have seen one of Sato’s creations among the thousands of other ornaments.)
School years passed, Sato married, had a daughter and discovered a new appreciation for origami.

As a mother, she wanted to share the joys of reading, not only with her daughter but with other neighborhood children. With only one public library in Sendai, she joined a circulation group and opened a “home library” in her residence. As an extra library activity, she began teaching origami.

“There, I happened to meet a person who makes origami completely different from traditional ones,” she says. “I immediately asked him to teach me how to make this “unit” origami, where boxes and balls are put together without any glue. It’s now one of my favorite styles. I also learned that origami is geometry, that it’s still developing and being carried on.”

Today, she teaches paper folding at a primary school near her home. The two-hour class takes place every week with 30 to 35 classes each year.

“After teaching nearly a decade, I came to know that those who become talented are the ones who listen to my explanation intently,” she says. “It is important to concentrate.”

That is why she teaches origami: the lessons beyond the finished piece.

“It is my pleasure seeing children taking their creations home,” she says. “But it will be great if they grow their talents in geometry and become creators someday.

“That is my hidden wish.”

Sato says she enjoys teaching others origami skills, but it’s the lessons beyond the paper that really motivate her to keep the tradition alive. The art of folding paper is a great teacher of geometry, as well, she points out proudly.
One of the most iconic symbols of Japanese culture is the origami crane. So, as Kiwanis International travels to Asia for its 2014 Tokyo-Chiba convention, you’re invited to discover this ancient art and meet Kiwanians from around the world. Here’s how:

**Step 1: Learn about paper folding.** Visit http://kwn.is/kicranes for instructions.

**Step 2: Make a flock of cranes.** Fold 10, 20 or as many as you can carry to the 2014 Kiwanis International convention.

**Step 3: Trade your cranes.** Kiwanis International conventions are great places to meet new friends from around the world. As a way to introduce yourself, present your cranes to the fellow Kiwanians you meet in Japan. If you can’t attend the convention, trade them with Kiwanis origamists closer to home.
Burn scars. Cleft lips and palates.
In regions like Northern Ethiopia, these all-too-frequent deformities often go untreated. The Kiwanis Club of Stavelot Principauté, Belgium, helped children there by drawing on the compassion of its members—and the experience of one member in particular.

Dr. Romain Vanwijck was part of a surgical team that undertook two medical missions to the town of Mek’ele—thanks in part to a grant from the Kiwanis International Foundation. The medical teams consisted of plastic surgeons (including Vanwijck), anesthetists and a nurse.

Ultimately, the missions resulted in life-changing service for more than a hundred children in the town. The team also trained area doctors to carry on these services.

“Many of the children are very fragile,” says Vanwijck. “Thanks to the grant, we bought a very useful apparatus that controls the cardiac, pulmonary and blood parameters that dramatically improve the safety of our surgeries.” —Tony Knoderer
A doctor (facing page) sees a patient at Ayder Hospital in Mek’ele, Ethiopia. All the patients, including this mother and her child, were treated during a medical mission coordinated by two doctors, one a Kiwanis member in Belgium.
When Romain Vanwijck’s best friend, Mitiku Belachew, an abdominal surgeon, asked him to set up a medical mission in his home country of Ethiopia, Vanwijck, a plastic surgeon, didn’t hesitate. The doctors first visited Dire Dawa in the eastern portion of the country, then traveled to Ayder Hospital (above) in the northern town of Mek’ele. The doctors worked with a team, including Dr. Kibrom, pictured below with a young burn patient. Another young patient (facing page) waits in the hospital while doctors determine her treatment.
A group of second-graders scamper into the room and rush to find a seat. Their classmates at Colegio Conrado Colonel are still outside for recess, but they don’t seem to mind. This is something even more exciting.

A voice rings out, and silence falls as all eyes turn to the front of the room. One blond-haired boy leans forward in his plush chair as far as he can without falling, his legs dangling above the floor. It’s easy to assume that a television program or fancy electronic toy has entranced these students, but their attention is on something much more ordinary: a storybook.

But this isn’t just a book. It’s part of the Kiwanis Club of Aruba’s literacy promotion through the use of kamishibai, a Japanese storytelling technique from the 12th century. This old-fashioned method is sparking something new among Aruba children: a newfound love of reading—and a rejuvenated passion for those who teach them.

A DANCE OF LANGUAGES
Measuring at about 21 miles long, the Caribbean island of Aruba might be tiny, but it’s full of history. Spanish explorers, the African slave trade and the
Dutch monarchy have all made their marks on the island’s culture, and nowhere is it as apparent as it is during Aruban conversation.

Aruba’s 100,000-plus residents speak four languages: Dutch, Spanish, English and Papiamento, the nation’s mother tongue influenced by Aruba’s early African slaves. It’s tough sometimes for children to learn them all—especially when primary-school classes are taught in Dutch, which is a foreign language to students who speak Papiamento at home with their family and friends. It’s tougher still when the national library doesn’t have picture books or early-reading novels in Papiamento.

That’s where the Kiwanis Club of Aruba and its kamishibai theaters come in. Kamishibai, which means “paper drama” in Japanese, involves sliding illustrated panels into an open-faced wooden box similar to a puppet theater set. The story itself is written on the back of the panels and is visible only to the storyteller. The method leaves the storyteller’s hands free to gesture and point at the illustrations, and he or she can change the story’s pace and ask questions. Its simplicity is what makes it a powerful learning tool.

“The problem with modern technology is it moves so fast,” says Ryan Kock, past president of the Kiwanis Club of Aruba. “The kamishibai theaters give students the opportunity to focus. It’s this low-tech movement to counteract the technology they’re used to.”

Working with local author Liliana Erasmus, club members have given every kindergarten and elementary school on the island its own kamishibai theater and two of Erasmus’ books, which are written in Papiamento. With nearly 90 primary schools on the island, the cost to produce the theaters isn’t cheap. Each theater costs about US$200 to build and paint. The process isn’t easy, either: It took almost a full month for carpenter Jairo Rieder Guao to build the theaters, and due to the island’s limited resources, books and illustration panels have to be outsourced to the Netherlands for production. But the Kiwanians and community members involved say it’s all worth it.

“I have no problem just giving out my books for free,” Erasmus says. “We definitely need to fix the reading issue now. There’s still time. Kids are always enthusiastic about stories when they’re young.”

**INVESTING IN THE FUTURE**

Kiwanians aren’t the only ones who understand how critical this investment is. College students in Aruba who study education are required to take a class in making and using kamishibai, but building a theater is time-consuming and often too expensive on a teacher’s salary.

Rini Boekhoudt, headmaster of Scol Preparatorio Washington’s kindergarten school, saw the impact of kamishibai on her 243 students when
Kiwanians presented her school with a theater last year.

“It brought another dimension to reading. You see their faces, and you know they’re living the story,” she says. “The expectation is priceless. You don’t get that from TV.”

And now, thanks to the Kiwanis club, her kindergarten students’ enthusiasm for reading will be harnessed again next year. Kiwanians handed over another theater to the elementary school, which will share the tool with its 526 students, including a group of children with hearing disabilities.

BEGINNING OF A TRADITION
The Kiwanis Club of Aruba has delivered a kamishibai theater to every primary school on the island, but its work isn’t done yet. Kock’s goal is to present each school with a new book every year until teachers have built up an expansive library. Erasmus hopes to write an Aruban-based fairy tale—an item on her bucket list—and Kiwanians are already talking about building boxes or shelves for teachers to store kamishibai panels.

The future of kamishibai isn’t limited to teaching reading skills. Anything that can be taught through illustration can be incorporated into future lessons—which opens up a world of possibilities for teachers.

“They use it now, and they’ll use it forever,” says Cornelly Clark-Sichtman, headmaster of Fontein Kleuterschool. “We start with the little ones, of course, but these not only can be used for stories, but also for other educational situations, like biology. We can show them how to make things, how to eat healthy.”

But for now, Fontein Kleuterschool’s kindergartners are satisfied with just listening to fictional tales. Today, the entire school is gathered in the gymnasium. It’s hot outside, and the high temperatures also mean high restlessness. The children chatter excitedly, spotting the kamishibai theater at the front of the gym. Today is the day they’ll get a new book: “Nano y Nena,” a story about a boy who meets a mermaid.

The story begins, and much like the second-grade students at Colegio Conrado Colonel, the sea of children in green and yellow polo shirts goes quiet. Suddenly, the plot takes an unexpected turn. They gasp. They point. They giggle. And—best of all—they learn.

Once the reading is done, the students start clapping and cheering, yelling out their appreciation in unison: “Danki, Kiwanis!” (“Thank you, Kiwanis!”)
Thanks to Kiwanis programs, people of all ages become the most engaged members of their communities. Your annual gift to the Kiwanis International Foundation helps—by extending your impact to young members of the Kiwanis family.

In fact, our Service Leadership Programs inspire members in every stage of life. They range from K-Kids for elementary school students to Circle K International for university students. And they include every age between. There’s Builders Club for middle school students and Key Club for high school students. And for adults with disabilities, there’s Aktion Club.

Those programs help members discover the heart to serve and the courage to lead. They’re possible because of our foundation’s support. So give today. Ensure that the mission of Kiwanis is carried out by members of all ages—and carried forward into the years ahead.

Learn more at www.kiwanis.org/foundation.
April brings Skip-A-Meal

As April approaches, so does a Kiwanis tradition: Skip-A-Meal. April is when most Kiwanians participate in the program, which allows them to support the Kiwanis International Foundation—with a dash of fun and fellowship.

Through Skip-A-Meal, club members forgo a meal during a club meeting or event, or even at work. Each participating member donates the money he or she didn’t spend to our foundation.

Skipping a meal isn’t mandatory. Some participants bring lunch or eat a smaller meal. The important thing is to participate. Some clubs make Skip-A-Meal a special initiative by hosting a dinner for non-members and asking for a donation. Find more ideas and resources at www.kiwanis.org/skipameal.

A new chapter for Storey

No matter how long you’ve been a part of the Kiwanis family, the Kiwanis International Foundation can help you extend your impact. Consider Stan Storey. He’s been a Kiwanian for nearly 40 years, but he recently found a new way to change children’s lives—with major gifts to our foundation.

Those gifts represent a new chapter in Storey’s Kiwanis International Foundation membership, but not the first. In fact, Storey has long led by example.

“I was a donor,” Storey says. “Not a big one, but I became a consistent, annual donor. As I began to earn more income, I knew the foundation was a good place to put my charitable donations.”

A member of the Arlington Kiwanis Club of Jacksonville, Florida, Storey has held several leadership roles throughout his Kiwanis history, including the Kiwanis International Foundation presidency in 2005–06.

His inspiration to give, however, came long before—when he began to know the foundation better.

“I saw some of the projects the foundation was supporting,” he says. “Grants given out, where money was going—I developed a real heart for what the foundation was doing.”

Storey wanted to do more, and that desire intensified during his tenure as president. “I felt like I should set an example,” he says. “It’s difficult to go out and ask someone to give if you haven’t already given yourself.”

He has given. And he has served. And he has extended his impact to children near and far. Learn more about Stan Storey’s history of generosity at www.kiwanis.org/foundation.

Apply by April 15!

Grants

Most Kiwanis clubs and districts have projects and programs dear to their hearts. Twice each year, you have a chance to apply to the Kiwanis International Foundation Board of Trustees for a grant to support such an initiative. If your Kiwanis club or district is thinking of requesting a grant, the time is now: The next application deadline is April 15.

Take the time to make your application thorough. To be considered for funding, you must follow the guidelines exactly. Be sure to:

- Include all required information, as directed on the application form.
- Include only the required information.
- Type your answers and information, using a black font.
- Explain your club or district’s involvement thoroughly, estimating the financial resources and volunteer time required.
- Include a balanced project budget (and double-check your math).
- Be specific about how the project will improve children’s lives. (Priority is given to projects that involve young children.)

For all requirements, see the guidelines and application. And remember to use the current form. Find it online, along with a link to a list of grants awarded over the past seven years, at www.kiwanis.org/foundation/grants.
The Boy Scout slogan of “Do a Good Turn Daily” came to life this past year when a Kiwanis One Day event crossed its path. Boy Scout Matthew Sulsenti, Troop 551 in Clermont, Florida, was looking for a sponsor to support his Eagle project and found the Kiwanis club.

Clermont Kiwanis Club President Audrey Jackson-Morgan saw the potential for this as a way to give back. “On more than one occasion Matthew served as an honor guard for various club functions. I felt privileged to be asked to support his Eagle project,” she says.

Sulsenti had an ambitious agenda. He wanted to rebuild a stairway and deck that allows access to a bike trail in the city’s Minneola Trailhead Park. The stairway is integral to the park’s trail system. Its use was restricted because it had fallen into disrepair.

It was a complex project, and the Kiwanis club provided mentors. Kiwanian Larry Rescoe, for example, helped guide Sulsenti with a design and the acquisition of the materials. “I like working with young people,” Rescoe says. “They’re our future. I would not be here without the help of young people who’ve worked in my factories and helped build my business. I’m very proud of Matthew.”

The club also donated funds and food for the day of the build.

Sulsenti is now an Eagle Scout, a rank he earned for life, and the citizens of Clermont will benefit far into the future from this fruitful alliance as well. (Boy Scouts of America is a Kiwanis International Preferred Charity.)
Like Clark Kent or Bruce Wayne, ever ready to shed their mild-mannered ways and transform into save-the-day personas, the Grand Cayman Kiwanis Club’s bookmobile has an alter-ego.

Yes, the brightly painted mural of hot air balloons, pirate ships, airplanes and rockets betray its day-to-day role of delivering children’s literature through the community. Yet the heroic little trailer is always prepared to swoop in as a support vehicle for the annual KiwanisBike fundraising ride. Or to volunteer as a soup kitchen if a tropical storm sweeps across the island.

“Because it is a multipurpose trailer, it was easier to vote for the budget—about US$15,000—for the purchase, shipping, duty, insurance and licensing,” says 2012–13 club President Fay Anne de Friestas. “But the real reason was that we needed to take reading and other library services where they were needed. More than one school principal advised us that the quality of reading in kids enrolling in primary school was below expectations.”

Upon arrival on the island, the trailer was given a new paint job—a mural created by Changing Images artist Arlene Sullivan of New Jersey.

“In order to convey that ‘Reading Takes You Everywhere!’ I wanted a simplistic design that would represent both genders, something that conveys the joy of reading and invites everyone to pick up a book and let their imagination soar,” Sullivan says. “What makes this mural even more valuable is the fact that the very children who use the bookmobile were also the ‘artists’ who painted it.”

Kiwanis club members often accompany the colorful, mobile library on its scheduled rounds, reading with and mentoring the children.

“The key is that each child advances their reading skills by consistently reading slightly more advanced materials,” says de Friestas.

It’s working.

George Town Primary School Principal Marie Martin publicly commended the program, reporting that students who use the bookmobile almost universally have elevated their reading and comprehension.

This success has not gone unnoticed. A large legal firm donated US$1,000 toward upgrading the trailer’s stock of books.

Some of the children who use the bookmobile helped paint the vehicle’s transportation-theme mural, giving them a sense of pride and ownership.
SHOWCASE

TEennis, Everyone?

STory by Scott Pemberton

You might think the southwestern Georgia town of Americus, population 17,000, would have community service covered.

Global humanitarian and Nobel Peace Prize recipient Jimmy Carter was born 15 minutes down the road in Plains. Habitat for Humanity, a world leader in building housing for people in poverty, was born in Americus itself in 1976 and today headquarters its operations there.

With heavy hitters like that, what more is there to do?

Well, plenty, in fact. And the 66-year-old Kiwanis Club of Americus has the home front well-covered, thank you very much.

“Kiwanis is so service-oriented,” says club President Stephen Snyder. “You can’t overstate that. The club does so much good for the community that it really drew me in.”

Celebrating its second year in July, the Americus Kiwanis Tennis Tournament has opened a new chapter in the club’s varied and imaginative service work. Netting about US$1,400, the growing event attracts nearly 40 participants. Because of the USTA level system, kids can compete with adults, and that makes for some interesting doubles matches. Entry fees are $30 for the first event and $20 for the second. The winners receive beautiful, but fragile, crystal tennis balls. Six sponsors pony up about $1,000.

Kiwanian and tournament Chairman Stephen Pinnell runs the show with Past President Charlene Pennyman. “I wanted to give back,” says Pinnell, an avid tennis player. His father, who ran a similar tournament for 10 years, was an inspiration for the Kiwanis tournament.

What other projects fill out the Kiwanis year in Americus? In the summer, the 83-member club hosts a merit-badge camp for the Boy Scout troop it has supported for decades, says Snyder, and its annual youth baseball tournament. In the fall, there’s the pet parade, which has seen as many Halloweens as the club itself. Winter brings the new Kiwanis Kold Run under the stars. In the spring, 1,000 dogwoods and 1,000 crape myrtles sell out at US$1 each. The club shares its $14,000 service budget with some 25 deserving organizations annually.

Yes, you might think Americus would have community service covered. With Kiwanis’ help, it does.

Winners of the Americus Kiwanis Tennis Tournament receive beautiful crystal tennis balls. The event has proved very successful for the club, attracting about 40 participants.
JULY 17–20

Discover the spirit of Japan

Experience the wonder of a modern culture steeped in ancient tradition. Come to Japan for the 99th Annual Kiwanis International Convention. Enjoy the warm welcome of our host country’s Kiwanians—and the fellowship of members from around the world. It’s a perfect way to celebrate 50 years of Kiwanis in Asia-Pacific. Join us for the Tokyo-Chiba convention in 2014.

Learn more—including tour information! Go to www.kiwanis.org/convention.

www.Kiwanis.org/convention
While eagerly anticipating the announcement of 2013’s “top cop,” audience members in Winnipeg, Manitoba, danced and dined. The occasion: Winnipeg’s Next Top Cop Community Volunteer Awards & Gala evening, hosted by the Winnipeg Kiwanis Club.

Especially interested in the award results were the four finalists, who were nominated because of their dedication to their jobs and their community.

Patrol Sergeant Nick Paulet, for example, works with the Winnipeg Police Half Marathon, which over the past 10 years has raised nearly CAD$1 million for the Canadian Cancer Society. Staff Sergeant Bud Guest serves as a volunteer director of the Winnipeg Police Service Community Challenge Golf Tournament, which raises scholarship funds. Patrol Sergeant Nicole Sabourin-Friesen gives her time to the Panther Gymnastics Club, as well as inner city schools, the Siloam Mission and United Way. And Patrol Sergeant Kirk Van Alstyne is co-chairman of the annual Manitoba Chapter Motorcycle Ride for Dad, an event that yearly raises hundreds of thousands of dollars for prostate cancer research and education.

But who will be named “top cop?”

“We want to acknowledge the efforts of our police officers both on duty and off,” says Bruce Berven, co-chairman of the Winnipeg Kiwanis Club’s award ceremony and dinner gala.

The Kiwanians hire an event planner to put together the evening’s event. “It’s an elegant dinner,” says Berven. Guests are treated to cocktails, dinner, live and silent auctions, dancing and, of course, the awards presentation. Individual tickets cost CAD$125 each. A corporate table for 10 sells for CAD$1,500.

About 270 guests enjoyed the second annual “top cop” bash this past November, which culminated in the announcement of 2013’s top cop.

The winner? Patrol Sergeant Nicole Sabourin-Friesen.

Her charity of choice received CAD$1,000, and each remaining finalist chose a recipient of his CAD$500 award. The gala’s remaining proceeds are given to the Boys & Girls Clubs of Winnipeg.
History begins now.

This is our chance to change the world. Let’s raise US$110 million by 2015—and help eliminate maternal and neonatal tetanus. The Kiwanis family is poised to make history again. What will you and your club do to be a part of it?

Make a gift today—or become a Model Club.

Find out how at www.TheEliminateProject.org.
“I felt like it was something I needed to do. I needed to help the community.”

In February 2012, Harveyville, Kansas, was devastated by a tornado that uprooted trees and destroyed homes. Ron Snoddy, a Kiwanian from the nearby town of Berryton, Kansas, responded to the disaster. Cutting trees and clearing debris, he helped residents salvage what they could of their belongings. He acted as a trained volunteer member of the Community Emergency Response Team (CERT), which his Kiwanis club formed the year prior.

The concept of CERTs was adapted for communities across the United States in 1993 by the Federal Emergency Management Agency (FEMA). Volunteers are educated about disaster preparedness and trained to assist others when professional responders are not immediately available.

“We want to make our community safe today and a safe place for future generations,” says Bette Snoddy, a past club president and CERT member. “Unfortunately, it seems disasters are occurring at all times where there are folks needing help. Recently, there was a fire involving a single parent with four children. They got out safely. But, afterwards, it’s a shock when reality sets in and they realize what was lost and what the immediate needs are. It’s a comfort to me to be able to help them put things in perspective.”

Despite the psychological and sometimes physical demands of the work, there are certainly rewards. For Ron Snoddy, those were made clear at a recent blood drive when a woman approached him to make a donation. A short conversation between the two revealed he’d cleared debris at her former home in the aftermath of the 2012 Harveyville tornado.

“She was deeply moved to meet him,” recalls Bette Snoddy.

Whether weather strikes with widespread destruction or a family is devastated by a fire or some other personal disaster, the Kiwanis Club of Berryton makes sure its community is prepared to respond to calls for help.
DOUBLE CROSSED

STORY BY KAREN PYLE TRENT

You’d think the most difficult part of a fundraising river swim might be the 60-foot water depth, or the three-foot waves, or the biting wind. But for Kiwanian Bob McLaughlin, the toughest part is finding swimmers and getting pledges.

Actually, neither proved daunting for McLaughlin who, along with two other swimmers, challenged the chilly waters of the Ottawa River in a fundraiser sponsored by the Kiwanis Club of Pembroke, Ontario, this past August.

For the past 29 years, swimmers have made their way from Pembroke across the river to the Quebec side and back for a total of five kilometers. To swim in the event, aptly named the Double Cross Swim, each participant must provide a minimum of CAD$500 in pledges. This past year’s event featured three swimmers, who raised almost CAD$10,000 through pledges and sponsorships for disadvantaged kids in the Pembroke area.

“We’ve carved a niche with this project that no one can copy,” says McLaughlin. “There are plenty of ‘walks,’ but that area got crowded. Nobody else has a ‘swim.’”

Good work deserves to STAND OUT

Your club does great work. Show it!

Portalbuzz Club Management System easy online tools:
• Enhance your club’s visibility.
• Create a pro website with only basic skills.
• Track and share valuable data—and good deeds.
• Organize meetings, events, projects and volunteers.

www.KiwanisOne.org/manageyourclub

SPECIAL INTRODUCTORY PRICE $19.95
(reg. $59.50-$64.50)
our best selling dress shirt
the pinpoint oxford

• white 100% cotton
• 6 collar styles
• button or french cuffs
• regular, big & tall or trim
• 14½” x 32” to 20” x 37”
• FREE monogramming
  (reg. $10.95)
• Add this silk tie for just $19.95
  (reg. $62.50)

Paul Fredrick
paulfredrick.com/intro
800-309-6000
Specify promotional code T4RSKW

FREE EXCHANGES.
New customer offer.
Limit 4 shirts per customer. Shipping charges extra.
Cannot be combined with other offers. Expires 4/30/14.

Kiwanis_030114.indd   1
1/17/14   4:18 PM
p040-049_KIM_0314 KJ.indd   47
1/29/14   10:54 AM
SHOWCASE

BIRTHDAYS

These clubs celebrate 25th, 50th and 75th anniversaries in March 2014. For a more complete list, visit www.kiwanis.org/birthdays.

75TH—1939
Hannibal, Missouri, April 10
Republic, Washington, April 25

50TH—1964
Boca Raton, Florida, April 1
Lakewood, Colorado, April 8
Lincoln-Northeast, Nebraska, April 15
Holly Hill, Florida, April 28
Vestavia-Hoover, Alabama, April 28

25TH—1988
Den Haag, Netherlands, April 4
Lewisburg, Tennessee, April 6
Shih Fang, Yung Ho City, Taiwan, April 7
Chia Yi Hsien, Taiwan, April 12
Heerlen, Netherlands, April 17
Belton, Texas, April 25
Maastricht-Mergelland, Netherlands, April 26

CORRECTIONS

The 2017 Kiwanis International convention will be held in Paris, France, July 13-16. The date was incorrect in the January/February issue of Kiwanis magazine.

The February issue also incorrectly reported that there are district hotel assignments for the 2014 Tokyo-Chiba convention. There are no district assignments (www.kiwanis.org/convention/hotels).

The day your club’s impact goes global

On April 5, the worldwide Kiwanis family will join in a day of service. Be part of the Kiwanis family’s worldwide impact. Enter your project in the Kiwanis One Day contest at www.KiwanisOne.org/oneday and share your One Day story.

Get project ideas, contest details and more at www.KiwanisOne.org/oneday.
Thank you to our sponsors

VISION PARTNERS

U.S. ARMY
ARMY STRONG.

landscape structures

CO-SPONSOR, KEY CLUB INTERNATIONAL

HERSHEY’S
The Hershey Company

Rustic Pathways

PROMOTIONAL PARTNER

SCHOLASTIC

Learn how your company can become a sponsor at www.KiwanisOne.org/partners.
In the earliest days of Kiwanis history, altruism defeated commercialism as the organization’s purpose. Still, club rosters often were built of community business leaders. And aspiring community business leaders. Advertisers saw potential profits within this target group and purchased plenty of pages in Kiwanis magazine to lure readers with promises of personal achievement.

Learn law in your home. Impress your boss by mastering the French language. Trim your waistline. Increase your brain power with “Scientific Mind Training.” Save dollars with a garbage-burning furnace. Boost productivity with the Rotospeed duplicator, Remington’s quiet typewriter or the “perfect writing instrument,” the Inkograph (for just US$1.50).

Among the most prominent ads during the 1920s and ’30s were those that addressed humankind’s most common phobia: public speaking. Catch lines portrayed the shame of bumbling mumblers: A man recalls a party where guests filled the room with lively conversation while he sat in a corner encased in a block of ice. “I turned to ice when I tried to talk,” he recalls, “But now I can sway an audience of thousands!” Other promotions were a bit more positive: “They snickered when I got up to speak, but from the first word, I held them spellbound.”

Discover more advertising from Kiwanis magazine’s early years at http://kwn.is/20sadvertising.

HOW TO SUCCEED IN BUSINESS
FROM WEIGHT-LOSS TIPS TO THE HOTTEST NEW TYPEWRITERS, KIWANIS MAGAZINE TRAVELS BACK IN TIME THROUGH ADVERTISING.
GIFT SUGGESTION:

...For the younger in school

New Underwood
UNIVERSAL PORTABLE... Newhardt with the famous Champion Keyboard, new key bar space lever, new reference foot, quiet, operating carriage, paper centering wheel, large scribe keys and many other time-saving devices. Price complete with attractive carrying case, $13.00 DOWN

UNDERWOOD CHAMPION PORTABLE... Utility and beauty combined in one easy-to-handle writing machine. Equipped with many new and exclusive features including the famous Champion Keyboard and built-in lamp. GHarter in ques-
tion due to extensive refinement. Made in black, blue and gold, and green. Complete including new styie carrying case, $15.00 DOWN

...For the Wife who formerly operated a typewriter in business

Underwood
NOISELESS PORTABLE... Precision prin-
ting makes this machine incomparably, portable quiet... a per-
table model for the traveler... the student... anyone who
wants to write neatly, clearly, NOISELESS. Black, chrome finish, maroon, and two-tone green on special order Complete including carrying case, $10.00 DOWN

...For the Business Man whose day doesn't end when the whistle blows

Underwood ATTACHMENT/ACCESSORIES:... Accessories needed to adapt your UNDERWOOD PORTABLE for the special job at hand. Price range from $2.00 to $5.00. Write for complete list.

UNDERWOOD PORTABLE TYPEWRITERS

See the complete line of Underwood Portable Typewriters at your near-
est Dealer's or Underwood Elliott Fisher Branch. Or, if you prefer, mail the coupon today. All prices subject to revision. Every Underwood Typewriter is backed by nation-wide, company-owned service facilities.

Type writer Division, UNDERWOOD ELLIOTT FISHER CO.
242 Madison Avenue, New York, N.Y. Please send me full information about the complete line of Underwood Portables.

Name:
Address:
Underwood Elliott Fisher Speeds the World's Business

MARCH 2014 51
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.

EVEN BETTER
(AND IT ALREADY WAS GOOD, DON’T YA THINK?)

Kiwanis magazine now has an iPad app—where stories come to life at your fingertips. Videos. Slideshows. Audio. Storytelling for the 21st century. See page 8 for all the details!