Looking for hope

Locally and worldwide, children seek help. With members’ support, the Kiwanis International Foundation empowers clubs to answer their pleas.

Growth--As easy as 1-2-3

You’re committed to service. You’re devoted to your club. How can you do more for children? Grow. Here’s how.

- Download a pdf version of this story
- Download a pdf version of "22 Ways to Grow"

Orlando masterpiece

Piece by piece over the course of four days this past June, the 93rd Annual Kiwanis International Convention magically transformed its host city, Orlando, Florida, into a mosaic of experiences for more than 4,000 members and guests.

Going for the big bucks

How many nickels, loonies, or pesos does a club need? Many Kiwanis clubs have upped the ante in their fundraising projects to achieve greater service.

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Looking for Hope

Locally and worldwide, children seek help. With members’ support, the Kiwanis International Foundation empowers clubs to answer their pleas.

By Jay Stuller

Whenever a child is born in Florence, a small Alabama city set against the banks of the Tennessee River, the parents are sent home with their newborn and a DVD titled Baby’s First Month. Funded by the Kiwanis Club of Florence through a 2008 Kiwanis International Foundation (KIF) grant, the film frankly addresses the often baffling transitional situations faced by first-time parents. After all, how many new parents are truly warned about nonstop crying and colic, much less coping with the attendant frustration and the nuances of infant safety?

Meanwhile, through another recent foundation grant, the Kiwanis Club of Hanover, Pennsylvania, has increased its ability to ship a variety of medicines to treat roughly 9,000 children in Bulgarian orphanages. For more than 15 years this program has been supported through donations from Hanover-area hospitals, doctors, and individuals. The vaccines and antibiotics significantly lowered the death rate among these Eastern European orphans.

Foundation honors

Kiwanis recognizes several categories of donors, starting with Benefactors, who cumulatively have given $5,000 or more, and Honored Benefactors, who give cumulative gifts of $10,000 or more. Those in the Founders Circle are recognized for donating $25,000 or more, while anyone who has given or pledged $1 million or more is considered an Elite Eagle. The Heritage Society is open to members who include KIF in an estate plan or make another type of planned gift.

Crossing borders

Kiwanis International has long been characterized by the volunteer services of its members, most often concentrated on a variety of local community issues and needs. Today, many individual clubs—and the organization in general—are seeking to make a positive impact beyond communities and even national borders. Much of the effort is centered on serving the children of the world, through efforts that require both volunteers and money.

"Powerful forces are reshaping the landscape of children’s issues," says John Sloan, executive director of the Kiwanis International Foundation, the fundraising and grant-making arm of Kiwanis International.

"Improving the quality of life for children around the world is, of course, our priority and mission. But to do so in areas such as youth leadership initiatives, education projects, and the ideas generated by districts and clubs requires financial support."
Consequently, we've recognized a clear need to put more effort into raising these vital funds."

Established in 1939, the Kiwanis International Foundation has evolved into a multimillion dollar institution that provides grants to literally thousands of organizations and causes around the globe. Grants are awarded to Kiwanis district and club programs, as well as leadership initiatives associated with Key Club, Circle K, and Key Leader. The foundation is an institution that puts money behind Kiwanis volunteers.

**Guidelines for grants**

The Kiwanis International Foundation grant application [form](http://66.29.197.80/magazine/0808fkif.asp) offers guidelines to assist clubs with their requests for funding. For example, proposed projects should:

- Involve children
- Show evidence of the applicant club’s participation and investment
- Further Kiwanis goals and ideals

**Giving helps**

As the requests for grants have grown to unprecedented proportions, the landscape of charitable giving has changed dramatically. While the term “millionaire” once conjured images of a Rockefeller, stately yachts, and stretch limousines, individuals with a net worth in excess of $1 million are increasingly common.

According to a recent CapGemini and Merrill Lynch World Wealth Report, North America alone holds some 3 million people with a net worth of $1 million or more, excluding the value of their house. There are another 3 million in Europe and some 2.5 million in the Asia Pacific region. Worldwide, approximately 9 million individuals are considered millionaires.

Since people are living longer than in decades past, a growing number of affluent seniors are watching their children mature and prosper, to the point where the kids clearly don’t need every dollar of a potential inheritance.

“This is a dynamic that fundamentally changes how people view the disposition of their estate,” says Steve Thomas, the foundation’s director of development. “You don’t have to be a Bill Gates or Warren Buffet to make an impact and still leave something for your adult children.”

For an organization such as KIF, planned gifts—are it from a trust, retirement plan, life insurance, or a will—are at the pinnacle of what in the fundraising world is known as the “donor pyramid.” The competition for estate-type donations is particularly strong among universities, medical centers, and other high-profile institutions.

Every gift counts Of course, the base of the pyramid is fundamental and critical to any charity. “The small annual donations are essential,” John says. “They provide a measure of predictability and confidence in what we can fund.”

Major giving is the middle of the pyramid. These larger gifts may involve cash, appreciated stock, and real estate and enable the organization to better prioritize future needs. Even larger planned gifts, in turn, often fund long-term programs, perpetuating the impact of the gift and the legacy of the contributor.

“There is a countless number of organizations seeking contributions for highly worthy causes—for conservation efforts, to fight a disease, or to construct a new library,” observes John. “In truth, most every cause has a natural audience and built-in constituency, especially among those people who have been personally and deeply touched by an experience.

“It's then up to the fundraiser,” John adds, “to remind potential contributors of that connection and invite them to participate.”

That, in essence, is what the Kiwanis International Foundation strives to
accomplish. Since many Kiwanis members have spent a lifetime involved in service to a club and its community, they are acutely aware of what a volunteer can do when backed with financial resources. And few potential donors to any cause have more direct contact and firsthand experience with the positive outcomes of a program than do Kiwanians.

“In the big scheme of philanthropy, the Kiwanis International Foundation is relatively small,” concludes John, “but in a partnership that unites the foundation with Kiwanis International, districts, clubs, and members, we make a big difference.”
Feature

Growth It's as easy as 1-2-3

It's a simple fact. The number of children who need help is growing. Kiwanis clubs need to grow, too, to keep up with the demand. Here's a look at three real growth strategies with astonishing results. Check them out. Then try them yourself.

Reach out to young people

The Kiwanis Club of Calgary, Alberta, is one of the first Kiwanis clubs—the 147th, to be exact. Yet—with a couple exceptions—members in the 89-year-old institution are younger than 30 years old. And in the past year, borne on this youth movement, membership grew by more than 40 percent.

Previously, club leaders had expressed a common lament: It's a wonderful group with great programs and killer projects, but where can the club find new members?

The secret, according to club president Cory Johnson, is innovative recruiting. Members began looking at where they were devoting their service. The club owns and operates Kamp Kiwanis Calgary, a residential summer camp focused on underprivileged or disadvantaged children and their families. The camp employs counselors and other staff who have two things in common: youth and a yen for helping children. But young adults may have preconceived notions of Kiwanis clubs and need to be convinced that they can be Kiwanians.

"Often when you ask people to join it's a simple fact. The number of children who need help is growing. Kiwanis clubs need to grow, too, to keep up with the demand. Here's a look at three real growth strategies with astonishing results. Check them out. Then try them yourself. Kiwanis, they're wowed," says Cory, who himself followed the path of camper to camp employee to Kiwanis member.

"They think the commitment is a bit too much. We see how passionate they are about the camp and the kids, so we ask them to join the Kamp committee. We know they're interested in doing something for the kids."

Once prospects come to Kamp meetings, they get involved, meet the Kiwanians, and talk about different ideas. Then they're hooked. "We find their passion and get them in," Cory says.

Because dues may be prohibitive to young people who have limited incomes, the club learned to be flexible, even offering a subsidy during the first year of membership. "After the first year," Cory says, "all of the new members have paid
Discover new people

Members of the Upland-Foothill, California, Kiwanis club could not have pictured such a script. With its roster consistently listing 42 to 46 members for about 40 years, the club suddenly hit a growth spurt. A 33 percent spurt.

In addition to just having more people at meetings and service projects, the club's demographics diversified. Members' ages now span from 25 to 90 years old. Fifteen members are women, and 15 are younger than 50. They represent European-American, Chinese, Armenian, Colombian, Mexican-American, Philippine, and African-American cultures.

Membership development co-chairman Phil Lovelady credits a focus on club organization, meaningful service projects, and fellowship. But there also was a moment of inspiration. Phil remembers attending a diversity forum at a Kiwanis convention, and when he reported the experience at a club meeting, a fire ignited.

"One of the first things we did was to recognize the diversity that already existed within the club—and celebrate our differences," says Upland-Foothill Kiwanian MaryAnn Payne. "We have a broad definition of diversity. We have people of different ages, gender, professions, income, as well as ethnic backgrounds."

Prospective members are invited to three club events before they are asked to join. So they already have experienced a meeting, a social function, and a service project before club leaders meet them for lunch and a conversation about membership. The talk, MaryAnn says, alternates between personal interests (family, job, and such) and Kiwanis.

"It's very important in these talks to be honest about expectations," she adds. "We leave judgments at the door. We may tease sometimes, but you have to be sensitive to differences. We try to keep it light and keep it fun."

And fun is an important element of Upland-Foothill club meetings and membership retention.

"People like to go where they have a good time and feel welcome," says president Philip Board. "We spend our substantial service funds wisely and have been involved in some wonderful stories of giving in the community," adds Phil.

"Because of this, we have attracted movers and shakers in the community who want to be where the action is." —Barbara Klemt Boxleitner

Just ask

Industries shut down. Families move out. And Kiwanis clubs in the United States Rust Belt wish they could find...
a spell to conjure new members. Yet, in the midst of that struggling region is the thriving Kiwanis Club of Magic City, Barberton, Ohio. How did it grow from 53 members in 2003 to 74 in 2007?

It wasn’t magic, says club president Dennis Liddle. "I really believe our success comes from the pride our members display," Dennis says.

"When you are a member, you really feel like you’re part of something good. It’s not difficult to ask people to join your organization when you are as dedicated as our members are.” So, it’s as simple as it sounds: They tell people. And they ask them to attend meetings. It also helps that membership is a focus at each meeting, says member Dick Smith. “We’ve discovered that people who already are busy in the community make good members. We seek them out and invite them to our special prospective member meetings.”

And many of those guests already have a connection to the club and community, adds Elizabeth Wilson: “Most of our members come to us through a connection of family relationships, coworkers, and neighbors.”

She lists fathers and sons, an aunt and niece, siblings, cousins, not to mention one member’s barber, business owners’ clients—friends asking friends. It all comes down to asking. —Shanna Mooney
Orlando masterpiece

Photos by Marty Grivjack

Piece by piece over the course of four days this past June, the 93rd Annual Kiwanis International Convention magically transformed its host city, Orlando, Florida, into a mosaic of experiences for more than 4,000 members and guests. It was an event of global fellowship. Hazel Catindig of the Philippines was at her first Kiwanis International convention and met 15-time attendee Christian Nicolai of France who met Yoshiaki Tomita of Japan who met …

It was a week of education. At a marketing forum, Linda Runnels of California shared suggestions to publicize club activities via cable TV stations. Other workshops and exhibits packed attendees’ heads with ideas and their suitcases with handouts about everything from service to membership development to photography to Aktion Club to. …

It was a convention of inspiration. International President Dave Curry, for example, spoke of his visit with the Kiwanis Club of Equinoccial, de Quito, Ecuador: “They … travel on medical missions to the Amazon basin four times a year to provide free health care. … They asked if there was another Kiwanis club that could join them … not so they would have to raise less money, but so they could do twice as many medical missions. Now that’s a Kiwanis heart.”

It was a time of renewal as delegates changed Kiwanis International’s Bylaws and elected new International leaders.

It was a moment of historical significance. The Kiwanis International Foundation collected more than 150 $1,000 gifts and pledges ($150,000) in less than one hour to kick off its new Ambassadors donor program.

And so much more: International President Dave Curry and Boys & Girls Club chairman Rick Goings signing a partnership agreement. A nomination speech that broke out into song. A young guest sitting high in her father’s arms as pirates, princesses, a stilt-walking cowgirl, and acrobats paraded through the hall to open the Opening Session.

You’ll just have to come to Nashville, Tennessee, next year to get the whole picture.
Going for the big bucks

How many nickels, loonies, or pesos does a club need? Many Kiwanis clubs have upped the ante in their fundraising projects to achieve greater service

By Cindy Dashnaw

Money.

It isn’t everything.

But it helps if an ill child needs a hospital bed. Or a young boy wants a bicycle. Or a preschool girl needs glasses. Or inner-city children need school supplies. Or struggling students deserve recognition.

And it can buy meals for shut-in seniors. And sponsor Key Leaders, Key Clubs, Circle K, Builders, K-Kids, and Aktion clubs. And buy warm coats for needy families. And cover camp fees for young burn patients.

Money, generated by impressive, inventive, impactful fundraisers, makes many Kiwanis stories come true. Learn how three Kiwanis clubs increased their net profits to increase their service prowess.

Spread the word

$16,000

Not bad. In fact, that’s downright good. But how does a Kiwanis club move from raising a few thousand dollars a year to tens of thousands? For one club, it’s all about cranking up members’ excitement for what they are doing—and why.

“We have nine Key Clubs, so we get involved with a lot of kids and parents,” says Fred Yun of the Kiwanis Club of Indiana, Pennsylvania. “Children stay involved from kindergarten through college, and so, too, do their parents. They join our Kiwanis club because they see how their kids benefit.”

As the club has grown over the past decade from 60 to 95 members, so, too, has its annual fundraising, soaring from US$16,000 to $70,000.

Bingo is the most lucrative of the club’s 50 projects. The game draws 150 players every week, but the club doesn’t take the game’s popularity for granted.

“We’ve made a conscious effort to increase our publicity so everybody in town knows who we are,” Fred says. “Every time we do a project, there’s a picture in the paper. If we give your organization money, we ask you to do some publicity for us. People get to know who we are and what we do.”

Indiana’s dollars go to:
- Buy school supplies for inner-city students
- Sponsor Bring Up Grades programs
- Deliver meals to senior shut-ins

Lead the pack

$75,000.

That’s more than $3,000 per member. Four years ago, the Kiwanis Club of Downtown Sparks, Nevada, had 15 members and a $7,500 service

Sparks’ dollars go to:
- Conduct a bike-safety
Going for the big bucks

Since then, the club has doubled its membership and multiplied its profits 10 times. The club’s fundraisers are designed to reach large numbers, says member Ellen Jacobson. Instead of soliciting coworkers and family members, Sparks Kiwanians sell their candy in a storefront at a local mall. The store raises about $25,000 annually.

“We get whichever store isn’t rented and staff it with volunteers,” Ellen says. “It’s a place where we find new members and new people to help us.”

A similar phenomenon occurs in the club’s bike shop, where members refurbish bikes for at-risk youth.

And once a year, the shop goes on the road to sell bikes at the Burning Man festival in Nevada’s Black Rock Desert. In one week, the club raises $14,000.

Strike a spark

300 flowers

That’s about $1,400 in profits.

But 700 flowers bring in $3,000.

Fundraising takes on a competitive edge in the Kiwanis Club of Evansville-Greenriver, Indiana.

“At the start of our year, we’re divided into teams, each with its own captain. Individuals and teams earn points for their involvement, whether it be attending a meeting or taking part in a service project,” explains club president Tom Slade. “At the end of the year, the top four or five teams get a certain amount of money to give to a charitable organization of their choice.”

Tom says the friendly competition keeps the club’s members interested.

“It’s just good accountability. If you haven’t seen someone on your team in a couple of weeks, you have a reason for calling them.”

The club raises about $20,000 a year, largely through the sale of poinsettias. Each member is encouraged to sell 10 to 15 plants.

“We have quite a few who sell 300 or 400,” Tom says. “But we have people who sell 700 by themselves. Our income from poinsettia sales has at least doubled in the past five or 10 years.”
Feature

Christel VISION

Investing market capital to build human capital

When Resort Condominiums International (RCI) co-founder and entrepreneur Christel DeHaan sold her business in 1996, she thought she’d slow down and do a little charity work. Today, DeHaan is making a remarkable difference in the lives of impoverished children from India, Venezuela, South Africa, Mexico, and the United States. Her Christel House International helps children around the world break the cycle of poverty and become self-sufficient, contributing members of their societies. Kiwanis International CEO Rob Parker recently met with DeHaan to talk about leadership, philanthropy, voluntarism, and Kiwanis.

Rob Parker (RP): Who are your leadership role models?

Christel DeHaan (CD): From the political arena, my all-time favorite is Nelson Mandela, who set the tone for change through his own personal sacrifice. For someone who successfully married his business savvy with his social conscience, I would point to Nobel Peace Prize-winner Muhammad Yunus, who was able to help lift millions from poverty with his micro-lending initiatives. Obviously, Mother Teresa was an inspiration to millions of people, irrespective of faith. And I can’t forget Warren Buffett, who is a wonderful leader and was wise enough to invest the majority of his wealth with the Bill and Melinda Gates Foundation so it could be highly leveraged for the world.

RP: You have been very busy since selling your business and have invested millions of dollars in charitable endeavors through your own foundation. Tell us about that.

CD: I had learned a lot during my business career, and I also created significant
market capital. My goal was to combine my business skills with my market capital and contribute to the creation of something much more meaningful and lasting: human capital.

RP: Was it difficult moving from the marketplace to philanthropy?

CD: I did think it was going to be a much easier endeavor than it turned out to be. I took three of my best employees with me from RCI, and we thought we would work shorter days and do some good by giving some money to those who need help. It didn’t take us long to realize that investing money wisely in charitable endeavors is very challenging work.

We gave away a lot of money in the early days, but we always knew we wanted to be involved in something transformational. For that reason, we formed Christel House International.

RP: Tell us a little more about your journey and your discovery of your passion for children.

CD: None of us has any control over where we are born, and it didn’t seem right to me that a child’s potential as a human being would be limited by economic conditions, educational opportunities, and things like that. For this reason, we decided to invest in things that create systemic change. I was asked to support a shelter and orphanage in Mexico. While standing in this desperately poor region of Mexico, I knew that by giving money to these shelters I would be doing something good but that it wouldn’t last. Without a strategy to help these children break the cycle of poverty, they would have food and clothes today but no hope for the future. It was on our travels back from Mexico that we began formulating the strategies that eventually became Christel House. I knew we needed to do more than house and feed the children. We needed to show them a path toward self-sufficiency and human dignity. Education is the great equalizer, and health and wellness is a big part of this as well. If our children are safe and healthy, they have a chance to embrace education. But there’s also a character and values component that rounds out their development. We have some very clear evidence that what we’re doing is working, as evidenced by the percentage of Christel House children who become responsible, productive citizens and who are able to support themselves.

RP: What reading recommendations do you have for our Kiwanis leaders?

CD: I have read a number of excellent books on leadership and they all seem to list common attributes of great leaders:

- Can I trust this person? Are they competent or talented in some way?
- Do they have a value system I can embrace?
- Are they worthy of emulation?

Currently, I am enjoying reading about the challenges Teddy Roosevelt faced as told in The Rough Riders. I believe one of the keys to being a lifelong learner is to make sure you are always reading something worthwhile.

RP: How do you feel your German heritage and your personal upbringing contributed to your success?

CD: I was very young during World War II, but I can remember the effects of the postwar years. Times were very tough, and we learned to appreciate what we had. My father was killed on April 1, 1945, very close to the end of the war, which meant Mom became a very influential person in my life. She had high expectations
of me. She taught me that if you work really hard, then you can play.

But work always came first. I saw her give to others through the Red Cross and in other ways, so I guess you could say giving has been a part of my DNA. As a European, I grew up in an environment surrounded by other countries that all spoke different languages and had unique cultures. This had a profound influence and gave me an appreciation for other cultures. That has caused me to always think globally.

**RP**: What do you know about Kiwanis and our impact around the world?

**CD**: I have always admired what Kiwanis has done and especially its commitment to children. I respect individuals who have a mission that is greater than themselves. Kiwanis members, by their very nature, bring value to the community and to others, and they’re making a difference. Since my personal definition of success is centered around the positive impact our lives have on others, I believe Kiwanians should be very proud of their individual and corporate successes. I think the value proposition of Kiwanis is that whenever there is a need in the community, you can always turn to Kiwanis to help solve it. If Kiwanians can’t solve it themselves, they will not rest until they find the people and resources that can solve it.
President's Message

An island of service

What would your club look like if it were more than 1,500 miles from the nearest Kiwanis club, virtually on your own for more than 20 years? Would it have the same focus? Would it still be benefiting children? Sri Lanka, off the coast of India, has benefited from the Kiwanis Club of Colombo City since 1982.

For more than 20 years these Kiwanians have faithfully paid their dues, but until the 2004 tsunami disaster, they had little contact with other Kiwanians. So, what have they been up to? I had the privilege to meet with our Sri Lankan Kiwanians during the 2008 Kiwanis Asia-Pacific Convention in Jakarta, Indonesia, and to catch up on their accomplishments. Get ready to be impressed:

They built the Kiwanis Intensive Care Unit for the Lady Ridgeway Hospital in Colombo.

They refurbished a premature baby unit at the Castle Street Hospital for Women and Children.

Their annual charity ball funded an orthopedic clinic and dental lab to treat children with cleft lips and palates. They procured computer equipment and software for the Ceylon School for the Deaf at Ratmalana.

Though the club has had many other projects, I will share one more regarding its response to the tsunami of 2004, which devastated Sri Lanka. Due to the dedication and hard work of the club’s 20 members, Kiwanis has been at the forefront of the recovery efforts for the tsunami victims. They constructed a pre-school. With assistance from clubs worldwide and foundation grants, the club built housing in Delgahawatta, Wadduwa, and Galle. In cooperation with an Eastern Canada and the Caribbean District division, it built the Kiwanis Visions of Hope Child Care Centre in Pandiruppu, which aims to improve the health, nutrition, and educational opportunities for children affected by the tsunami.

Though relatively isolated, Colombo City Kiwanians have been doing what they could for this island nation and have made me extremely proud to be associated with them. They may have been isolated in connections, but they have Kiwanis hearts.

Thanks, Kiwanis Club of Colombo City, for all you do. Your accomplishments inspire us. Can our clubs do more? You bet!
Newsroom

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- World project in Kiwanis’ future
- A profile in courage
- Canaday elected 2008-09 President
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- Simply dashing!
- Kiwanis International Policies
- Ready for Web makeover?

Two-year terms: OK

Kiwanis clubs and divisions now can elect officers to two-year terms, according to decisions made by the House of Delegates during the 93rd Annual Kiwanis International Convention in Orlando, Florida, in June. The House considered six proposed amendments. Here is a summary of decisions:

Approved

- To allow clubs to elect officers for one- or two-year terms.
- To allow divisions to elect lieutenant governors for one- or two-year terms. (The club or district must first amend its bylaws with Kiwanis International.)
- To allow clubs to use electronic balloting for elections.
- To improve efficiency during elections for International offices.

Defeated:

- To allow a district to have one Trustee and, at the same time, one higher officer on the Kiwanis International Board.
- To allow certain entities the right to use Kiwanis marks without paying a licensing fee or other charge.

Withdrawn

- To add “Chairman of the Board” to the International President’s duties.
- To ensure the geographical boundaries of Circle K and Key Club districts remain aligned with Kiwanis districts.
- To allow districts to have one- or two-year terms for most officers.

The deadline for clubs and districts to submit proposed amendments for the 2009 convention is February 15.

New Builders fee favors growth

Beginning with the 2008-09 administrative year, existing Builders Clubs will be assessed an annual club fee of $150, to be billed to each club’s sponsoring Kiwanis club. The annual fee replaces individual membership dues. The change is similar to one K-Kids adopted a couple years ago, which resulted in significant growth.

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Canaday elected 2008-09 President

Don Canaday will serve as Kiwanis International President during the 2008-09 year, as confirmed by the House of Delegates at the 93rd Annual International Convention in Orlando, Florida, this past June 26-29.

Don, a retired United States Army officer and business executive, has been president of three Kiwanis clubs—Chena-Fairbanks, Alaska; Lawrence, Indiana; and his current club of Meridian Hills, Indianapolis. He is a past Indiana District governor and lieutenant governor and joined the International Board as a Trustee in 2003.

Joining him on the International Board’s Executive Committee will be President-Elect Paul G. Palazzolo and Vice-President Sylvester Neal. Paul is a member of the Springfield-Downtown, Illinois, club and past governor and lieutenant governor in the Illinois-Eastern Iowa District. Sylvester is a member of the Kiwanis Club of the Valley, Auburn, Washington, and past governor and lieutenant governor in the Pacific Northwest District.

The Executive Committee also will include Immediate Past President Dave Curry, Silver Bow, Butte, Montana, and CEO Rob Parker, Indianapolis.

Elected Trustees in Orlando were: Region I (United States), Wm. “Ed” Hutchinson, Cape May, New Jersey; James S. Jennings, the Santa Ritas Green Valley-Sahuarita, Arizona; Garry L. Warner, Sikeston, Missouri. Region V (At-Large), Robert Vande Rieviere, Tielt, Belgium.

Tadao Oda, a member of the Sendai, Japan, Kiwanis club, will join the Board in 2008-09 as a Region IV Trustee. He was elected to the position at the 2008 Kiwanis Asia-Pacific Convention in Jakarta, Indonesia, this past March.

Simply dashing!

Have you visited KiwanisOne lately? The Kiwanis member portal was built just for you—and it’s looking better than ever. Check out the new dashboard, easy-to-use landing pages, and quick links to the resources you need to recruit new members, raise funds, to improve your leadership skills—and serve more children around the world.

Kiwanis International Policies

Kiwanis International Bylaws require that all changes to Kiwanis International Policies be published in the official publication.

Revised by the Kiwanis International Board, January 2008 and April 2008.

INTERNATIONAL ADMINISTRATION
International Board

International Board: The International Board shall define the organizational policies and procedures and shall have full administrative authority in all matters of Kiwanis International, including CEO oversight responsibilities. (Per International Bylaws) (5/83) (1/08)

International President: The International President shall serve as Chairman of the Board of Kiwanis International. (5/83) (1/08)

Chief Executive Officer: (no change)

Purpose and Accountability: The Board is accountable to the membership for the organization’s performance through all of its activities. The purpose of the Board, working solely on behalf of the membership, is to assure that Kiwanis International achieves its strategic objectives. (1/08)

Governing Style: The Board will govern with an emphasis on:

(1) Outward vision,
(2) Encouragement of diversity of viewpoints,
(3) Strategic leadership more than its own administrative detail,
(4) Clear distinction of Board and CEO roles,
(5) Collective rather than individual decisions,
(6) The future rather than the past or present;
(7) Proactive rather than reactive; and
(8) Open, efficient, and productive meetings. (1/08)

Code of Conduct

The Board commits itself and its individual members to ethical, businesslike and lawful conduct, including proper use of authority and appropriate decorum when acting as Board members. (1/08)

Board Members may not attempt to exercise individual authority over Kiwanis International operations except as explicitly set forth in their duties and/or Board policies. (1/08)

Board Members’ interaction with the public, press, or other entities must recognize these limitations as well as the ineligibility of any Board member to speak for the Board as a whole except to repeat explicitly stated Board decisions. Board members must be aware at all times that their comments could be perceived to be statements of the Board as a whole or to otherwise carry official weight. (1/08)

Outside of Board discussion, individual Trustees and Officers will not publicly criticize Staff performance. (1/08)

Board Members will maintain the confidentiality of sensitive issues as defined and discussed by the Board. (1/08)

Cost of Governance

The Board will invest in its governance capacity, including skills, methods, and supports to assure governing with excellence. (1/08)

Conflict of Interest

In order to protect its interests as a tax-exempt organization, Kiwanis International,
when contemplating a transaction or arrangement that might benefit the private interest of an Officer or Trustee of the organization or that might result in a possible excess benefit transaction, shall exercise due diligence to assure no conflict of interest exists and/or it shall take appropriate disciplinary and corrective action if, upon investigation, a conflict of interest is determined to exist. This policy is intended to supplement, but not replace, any state and federal laws applicable to nonprofit and charitable organizations. (4/07)

Trustees and Officers must represent unconflicted loyalty to the interests of Kiwanis membership. This accountability supersedes any conflicting loyalty such as that to advocacy or interest groups and membership on other boards or staffs. (1/08)

Board Members must not use their positions to obtain employment at Kiwanis International for themselves, immediate family members, or associates. Board members must wait for three years after Board service prior to application for employment for any paid service within Kiwanis International. (1/08)

SPONSORED ORGANIZATIONS

Circle K International

Amendments to the Circle K International Policy Code and Board Procedures:

No amendment to the Circle K International Policy Code and Board Procedures adopted by the Circle K International Board shall become effective until approved by the Kiwanis International Board or its designee. Amendments approved by the designee shall be reported to the Kiwanis International Board at its next meeting. (10/94) (4/08)

Authority is vested in the Kiwanis International Board to make necessary changes to the Circle K International Policy Code and Board Procedures, and on having made these changes, the Kiwanis International Board will inform the Circle K International Board of the changes made. (10/94)

Key Club International Amendments to the Key Club International Board Policies:

No amendment to the Key Club International Board Policies adopted by the Key Club International Board shall become effective until approved by the Kiwanis International Board or its designee. Amendments approved by the designee shall be reported to the Kiwanis International Board at its next meeting. (10/94) (4/08)

Authority is vested in the Kiwanis International Board to make necessary changes to the Key Club International Board Policies, and having made these changes, the Kiwanis International Board will inform the Key Club International Board of the changes made. (10/94)

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It's time to reach out

Kiwanis clubs and members worldwide are called to foster inclusion within the organization. A resolution adopted by the 2008 House of Delegates encourages “all leaders and members … to take action to create a culture and club environment that develops and nurtures mutual respect for all and celebrates the inclusiveness of our beloved Kiwanis.”

The resolution cites the following reasons for celebrating inclusiveness:

- Kiwanis is a global organization.
- Kiwanis’ commitment to diversity and diverse perspectives leads to recruitment of new members and expanded service.
- A commitment to diversity is key to establishing a reputation as club, community, state, provincial, country, and world leaders.
A profile in courage

By Bo Shafer, Past International President

Walter Sellers had two distinguishing characteristics. One—a husky, oratorical voice. He used it judiciously, but when he spoke, everyone listened. The second—a full, merry laugh. He used it frequently, and when he laughed, everyone joined him.

With Walter’s death this past May, Kiwanis lost a beloved leader. As 1997-98 Kiwanis International President, Walter used that wonderful voice and joyful sense of humor to guide our organization toward a new era of fellowship and service enriched by all races, genders, cultures, and ages.

Throughout life, Walter overcame numerous challenges, including a number of childhood years moving from place to place and relative to relative until his family settled in Michigan. During his enlistment with the United States Navy, he experienced the ugliness of racism. Yet he always persevered. His 38 years as an administrator at Central State University led to an honorary doctoral degree and the dedication of the university’s Walter G. Sellers Alumni Center. He served as the first black president of the Xenia City Schools Board of Education and as president of the Ohio School Boards Association. A senior citizens’ apartment complex also bears his name in recognition of his support for Xenia’s elderly residents. In 1986, he received a US presidential appointment to the National Afro-American History and Cultural Museum Commission.

For Kiwanis, Walter served as a member and president of the Xenia, Ohio, club. In 1997, he became the organization’s first African-American to serve as International President. He humbly accepted the responsibility of this role, for he realized that, despite our progress in areas of diversity, Kiwanis can and must do more.

By his side was his wife and fellow Xenia Kiwanian, Irene. Kiwanis is blessed because we have known—and have been led—by Walter Sellers.

Ready for Web makeover?

In the Internet age, most organizations are represented on the World Wide Web. Kiwanis clubs are no exception. An online presence communicates a club’s mission and accomplishments to its members, community, and the world.

Kiwanis International now offers a free template to help clubs establish their Internet presence. The new design offers a professional look, is easy to build and maintain, and is compatible with Kiwanis guidelines and graphic standards. The templates come with instructions and other Web-related resources, such as logos and a Webmaster tutorial.
World project in Kiwanis’ future

Looking toward the future, Kiwanis is initiating a process to identify its next Worldwide Service Project. Three things already are known:

1. The next global project will be bigger than the successful 1990s campaign to virtually eliminate iodine deficiency disorders.
2. It will solve a major problem threatening children worldwide.
3. To accomplish a project of this scale, Kiwanis first will spend the next two years concentrating on membership development and aligning its resources so it will be better positioned for success.

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Read and give

When volunteers finish reading, they give away the book and begin a love for literacy

Everyone, it seems, is reading in Claremont, California. Police officers, college students, and church leaders read. Key Club and Kiwanis members read. When they read, they read to children. And when they’re done reading, they give the books away.

Members of the Kiwanis Club of Claremont began their Read Me program eight years ago, reading and giving books to students in five preschools. Since then, they have expanded into nine facilities, including a special education class, a Salvation Army preschool, and kindergarten and first-grade classes. They also have expanded their volunteer roster, inviting members of the community to participate. As a result, the club conducted 5,594 reading sessions with 50,154 children and gave away 5,748 books this past year.

Beyond the numbers, Kiwanians are getting to know the children, working with them on an individual basis to improve their skills, while giving them the beginnings of a personal library that encourages an appreciation and respect for literature.

“You can see the difference this makes for the kids,” says Sherril Smith, supervisor at the Vista State Preschool. “These aren’t privileged children. They may not ever get to read, and most of them don’t own books. Some haven’t touched a book before. This is a priceless opportunity for them.”
Kiwi crew plots burial lot’s restoration

Friends, Kiwis, Kiwanians, lend me your ears. The Kiwanis Club of Gisborne, New Zealand, came to restore the dearly departed’s final resting places, not to rue the damages of nature’s wrath.

After an earthquake heaved the earth beneath Makaraka Cemetery, a family found their ancestor’s stone damaged. Their plea for a quick fix reached the Gisborne Kiwanians, who kindly agreed to restore the monument. Yet, upon arriving at the scene, they found not one toppled tombstone, but 20 or more.

Undaunted, they assembled the tools and team necessary to complete the job.

Graham Norris lent his forklift. A friend proffered a crane. Sixteen volunteers provided the muscles to maneuver the stones into place. The Historic Places Trust and Council sent representatives to ensure the job was done correctly.

“Some of the older headstones repaired were from the 1870s,” says club member Peter Ferris. “A lot of history is at Makaraka. If the tombstones weren’t repaired, the place would quickly fall into disrepair.”
Showcase

Trial by teen

In Brunswick County Teen Court, juvenile offenders really do plead their cases before their peers: The attorneys, jurors, bailiff, and clerk-of-court are all students.

“Teen Court provides first-time juvenile offenders a peer review of their cases as an alternative to juvenile court,” notes John Kelso, whose Southport-Oak Island, North Carolina, Kiwanis club, is an ardent supporter of the program. In addition to positive peer pressure, the program offers a hands-on opportunity for participants to learn about the legal system, John says.

Court convenes monthly in the Brunswick County Courthouse. A real judge or an attorney presides while teen volunteers fill the other roles. Kiwanians act as consultants to the teens.

During each trial, the offender enters a guilty plea and answers questions from student-attorneys. The offender also has the opportunity to present testimony from character witnesses. The jury then deliberates and imposes a sentence.

“The whole process empowers youth to take responsibility for problems of crimes and violence in their own schools and communities,” says Glenda Ansley, who serves as the county’s Teen Court coordinator.

Empowerment is one element of the program that attracted the Kiwanis club, says John. “In addition to providing advisors, the club awards two Teen Court college scholarships and throws an annual picnic for all of the seniors from the three participating high schools and their parents.”
Love, Kiwanis style

Mike and Lori Oldenettel celebrated some important firsts earlier this year: They marked their first year as a happily married couple, and as co-chairpersons of the Jacksonville, Illinois, Kiwanis club’s pancake and sausage day they helped set club records for most pancakes peddled, most advanced tickets sold, and most money raised.

Was their flapjack success an indication of how strong their relationship is? “It could be,” Lori says with a laugh.

Indications are the couple is not through celebrating firsts. They are expecting their first child in September.

How the Wild West settled Kiwanis

For Deborah Trujillo and her brother, Robert Fryer, a discarded panoramic photo of the 1924 Kiwanis International Convention stoked a passion for history. A magnifying class enlarged fascinating images of old cars, men in straw boater hats, and a group of ornately attired North American Indians.

Most intriguing, however, was a bewhiskered cowboy who looked a bit like the legendary showman Buffalo Bill Cody.

The July 1924 issue of The Kiwanis Magazine published the photo and information about the convention’s “Spirit of the West” theme:

On Wednesday evening came the outstanding entertainment feature of the entire convention. … Denver, the village of ’59, picturesque, wild, and romantic during the gold rush days, was reincarnated at the Denver Civic Center. A great historic pageant, “The Spirit of the West” was presented. More than 3,500 persons took part in the spectacle.
including 50 Indians, (Apaches, Arapahoes, Santa Domingines, and Navajos). They came from the great painted desert of Arizona, clad in the regalia of the warpath Indians. …

“A group of 300 men and women from Idaho Springs, Colorado, came masque in the costumes and gowns of the early pioneer days. They took a very vivid part in the evening’s pageantry. Striking realism was injected into the great tableau when the cowboys rode into the saloon, a replica of the old days in every detail, which had been set up in the Civic Center. The cowboys broke up the roulette games that were in progress there and proceeded to shoot up the place in true Western style, while the gamesters and hangers-on ducked behind the tables and chairs or fled pell-mell from the building.

“Not content with such realistic features as these, the entertainment committee provided a rock drilling contest, put on by actual miners right in the center of the pageant ground. The contest was won by a rock drilling team which drove a chisel through 13 inches of solid granite in five minutes. After this contest was over, the spectators were thrilled to see a modern drilling machine penetrate the same rock at a spot 21 inches thick, in two minutes. Bands of cowboys mounted on spirited broncos and armed with six shooters; the covered wagon of a thousand memories and tragediers; the early stage coach with adventurous drivers urging their horses at breakneck speed to carry their passengers and mails afely to the nearest trading post; a replica of the Western dance hall; the bar and the hotel, the dancing girls, the roulette wheels, gold miners, and above all, the pioneer women with her steadfast courage and neverfailing devotion—these were some of the features of the old Western society that brought back the Spirit of the West.

Imagine if you will, a genuine Franciscan Monk from Sante Fe, New Mexico, who marched in the pageant with cross and chaplet, bringing up a vivid picture of the zeal, sacrifice and devotion of the early Christian missionaries who sought to plant Christianity in a strange land savage people.

Picture, if you can, Colonel Kick Rutledge himself, an Indian Scout and former companion of Kit Carson and Buffalo Bill, as one of the actual picturesque figures of the pageant. Cowboy bands and all the other Kiwanis musical organizations present at the convention took a vital part.

The 1924 Convention was an important landmark in Kiwanis history. Among the decisions approved at the "Constitutional Convention" were:

- Approval of Kiwanis International's Constitution and Bylaws
- Creation of a new name: Kiwanis International
- Creation of an International Council authorized to amend Bylaws
- Designation of the convention delegates as the only amending body of the Constitution
- Establishment of a Board Executive Committee and a Board Committee on Finance
- Approval of Kiwanis' six Objects, which remain unchanged to this date

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Can You Top This?

Legacy of leaders. The Kiwanis Club of Tempe, Arizona, has been represented on
the Tempe City Council for the past 76 years. Though the club organized in 1952, three charter members already had been taking turns as city councilmen since 1932. Five Tempe Kiwanians have been Tempe mayors.

Ontario Kiwanian marks 100 years

Alma Williscraft usually helps set up the Seniors Community Center for her Thames Valley-Fanshawe, Ontario, Kiwanis club meetings, but one week this past March, all preparations were dedicated to her. It was her birthday. Her 100th birthday.

Alma, who was born March 19, 1908, regularly volunteers at a nursing home, singing, reading, and reciting poetry. Only recently did she retire from singing in her church choir after 63 years.

Club birthdays

These clubs celebrate anniversary dates during September and October 2008:

90th—1918

Newark, Ohio, September 4
Wheeling, West Virginia, September 24
Tacoma, Washington, October 8
Salt Lake City, Utah, October 10
Kansas City, Missouri, October 12

85th—1923

Alleghany Highlands, Virginia, September 4
Woodbury, New Jersey, September 6
Fulton, Missouri, September 11
Jacksonville, Texas, September 11
Fort Lauderdale, Florida, September 15
Ozark, Alabama, September 15
Creston, Iowa, September 19
Titusville, Florida, September 25
Gainesville, Florida, September 26
Black Hills, Hot Springs, South Dakota, September 29
Exeter, California, October 1
Anderson, South Carolina, October 2
Rock Rapids, Iowa, October 5
Texarkana, Texas, October 5
Saint Augustine, Florida, October 10
Roseburg, Oregon, October 15
Detroit Lakes, Minnesota, October 18
Philipsburg, Pennsylvana, October 29
Willoughby, Ohio, October 30
Sanford, Maine, October 31

80th—1928
Columbus Northland, Ohio, September 25
Standish, Maine, September 26
Red Bluff, California, September 28
Tiffin, Ohio, October 4
El Dorado, Arkansas, October 13
Huntsville, Texas, October 16
Monroe, Washington, October 19
Oshawa-Durham A.M., Ontario, October 27

75th—1933
Mount Pleasant, Michigan, September 14
Alice, Texas, October 11
Greer, South Carolina, October 11

70th—1938
Mamaroneck, New York, September 9
Midvale/Fort Union, Utah, September 27
Shafter, California, October 10
Monticello, Kentucky, October 14

65th—1943
Transfer Pennsylvania, September 23
Grafton-Midview, Ohio, October 26

60th—1948
Westmount, Oshawa, Ontario, September 25
Sierra Oakhurst, California, September 30
Rexburg, Idaho, October 1
Madison Heights, Michigan, October 9
Levelland, Texas, October 20
Perryton, Texas, October 21
Cynthiana, Kentucky, October 23
Geneseo, New York, October 27
Ottawa-Vanier, Ontario, October 30

45th—1963

Davie, Florida, September 10
Crestwood-Sunset Hills, Missouri, September 12
Metropolitan Huntsville, Alabama, September 16
Zürich, Switzerland, September 17
South Platte, Parkville, Missouri, September 18
Osage, Iowa, October 2
Columbia River Gorge (The), Corbett, Oregon, October 10
East Hawaii, Hawaii, October 19
Capitol Hill, Washington, DC, October 24
Ontario-Parkway, California, October 30

40th—1968

Drummondville, Quebec, September 4
Rampart Range (The), Colorado Springs, Colorado, September 10
Akureyri-Kaldbakur, Iceland, September 14
St. Eustache, Quebec, September 22
Houma, Louisiana, September 24
Cebu, Philippines, September 24
Basel-Birseck, Switzerland, September 30
Verviers, Belgium, October 1
Houston County, Dothan, Alabama, October 3
Early Risers, Worthington, Minnesota, October 10
Allouez, Green Bay Wisconsin, October 21
Roberval, Quebec, October 22
Oostburg, Wisconsin, October 24
Peninsula (The), Hewlett, New York, October 30
Bogotá, Colombia, October 30
La Chaux-de-Fonds/Le Locle, Switzerland, October 31

35th—1973

Fort Worth-Southwest, Texas, September 4
Nipissing, Ontario, September 10
Monroe, North Carolina, September 10
Les Bois, Boise, Idaho, September 11
Oxford, Alabama, September 13
Vero-Treasure Coast, Florida, September 18
Jacksonville, Alabama, September 20
Belden Village, Canton, Ohio, September 20
Sandy Springs, Georgia, September 20
Mount Prospect, Illinois, September 24
West Valley, Willamina, Oregon, September 25
Kirkland Sunrisers, Washington, September 27
Northumberland-Point Township, Pennsylvania, September 27
Humboldt-Seven O'Clockers, Iowa, September 28
Pays de Montbeliard, France, September 20
James River, Richmond, Virginia, October 1
Corpus Christi Bay, Texas, October 1
Polson, Montana, October 9
West Metro San Jose, California, October 11
Mansfield, Texas, October 11
Reynella, Australia, October 11
Greater Federal Way, Washington, October 24
Moulins, France, October 31

30th—1978

North Smithfield, Rhode Island, September 6
Quincy, Gem City, Illinois, September 8
Beaune, France, September 12
Sun City-Kachina, Arizona, September 12
Dennis-Yarmouth, Massachusetts, September 13
Selah, Washington, September 18
Dobytown, Kearney, Nebraska, September 26
Enna, Italy, September 27
Firenze (Florence), Italy, September 28
Kings-Hanford, California, September 29
Cambridge City, New Day, Indiana, September 30
Boulevard, Vancouver, Washington, September 30
Berryton, Kansas, September 30
Merrillville, Indiana, October 1
Taipei Hsien, Taiwan, October 1
Taichung Shuang Shan, Taiwan, October 1
Lansing, Kansas, October 2
Lake Jackson, Florida, October 2
Gembloux Abbaye, Belgium, October 3
Sunrise, Goldsboro, North Carolina, October 4
Batavia, Illinois, October 4
Southlake, Clayton County, Georgia, October 5
Waverley, Victoria, Australia, October 11
West-Cal, Westlake, Louisiana, October 18
Gordon, Nebraska, October 25

25th—1983
Green Pine, Changhua, Taiwan, September 3
Janesville/Blackhawk Golden K, Wisconsin, September 14
Bendigo, Australia, September 15
Galleria-Northwest, Atlanta, Georgia, September 15
Lynnhaven-Virginia Beach, Virginia, September 22
Houghton Lake, Michigan, September 23
Elm Grove Golden K, Wisconsin, September 26
‘S-Hertogenbosch, the Netherlands, September 26
Pa Te, Taiwan, September 26
Neuchatel Entre-Deux Lacs, Switzerland, September 26
Gossau-Flawil, Switzerland, September 27
Dunkirk, Indiana, September 27
River Falls, Wisconsin, September 28
Grants Pass Golden Eagles, Oregon, September 29
Historic Harrison County, Indiana, September 29
Muenster, Texas, September 29
Rice Lake Golden K, Wisconsin, September 29
Northeast Washington, DC, September 30
Flers Suisse-Normande, France, September 30
Tyler-Alpha, Texas, October 1
North Dallas Golden K, Texas, October 1
Golden K-Clyde, Texas, October 1
Perrysburg, Ohio, October 5
Mechelen Beiaard, Belgium, October 11
Macon Golden K, Georgia, October 14
Leadership Matters

NET GAIN

According to 2006-07 annual reports submitted to Kiwanis International, more than 40 percent of Kiwanis clubs net US$10,000 or more via fundraising. Here’s the breakdown:

- **36.4%**
  - Up to $4,999
- **23.3%**
  - $5,000 to $9,999
- **21.7%**
  - $10,000 to $19,999
- **14.3%**
  - $20,000 to $49,999
- **4.3%**
  - $50,000 or more

BOOK IT

Here’s a suggested list of books to inspire your club toward an outbreak of greatness:

**Good to Great**
by Jim Collins.
The results of five years of research into habits that transform average into wow!

**Leadership Gold**
by John Maxwell.
A lifetime of leadership lessons learned by this internationally recognized leadership expert, speaker, and author.

**The Five Dysfunctions of a Team**
by Patrick Lencioni.
How to capture the

Outbreaks of greatness

While the Kiwanis journey from good to great is still in its infancy, the outbreaks of greatness we see around the globe are clear evidence of the power of passion. Kiwanis clubs worldwide are shattering the myth that people are too busy to join, that fundraising is too hard, or that people won’t commit to lead anymore.

Successful clubs are building on the strong foundation laid by the leaders before them, and are refreshing their clubs with new ideas and creative approaches that are delivering terrific results. In this magazine, you have read about clubs that are attracting a younger and more diverse membership, clubs that have dramatically increased their fundraising, and clubs that are thriving despite major challenges facing their communities.

Clubs like the one in Alberta where more than 90 percent of the membership is under the age of 30. Or the California club that discovered how a diverse membership enriches the Kiwanis experience. Or the El Salvador club that built an entire village because hundreds of children and their families were left homeless by an earthquake. These Kiwanis members are empowering their clubs with their passion for children, and the impact is amazing.

All of us know that a club needs financial resources to be able to invest in its communities, which is why this issue highlights clubs that have been successful raising money.

Whether it is a bingo game in Pennsylvania, candy sales in Nevada, or poinsettia sales in Indiana, it all involves Kiwanis members using their time, talent, and treasure to make a difference.

This is just a small sampling from the thousands of clubs that collectively raise and invest more than US$100 million annually in service projects worldwide.

Such stories inspire me, as did my conversation with Christel DeHaan. In a dramatic transformation from entrepreneur to philanthropist, she sold her business and poured her life and her resources into breaking the poverty cycle for children in economically disadvantaged communities.

Have we made the leap from good to great yet? I can’t answer that definitively, but I certainly can make the case for some amazing outbreaks of greatness. Great job,

By Rob Parker
CEO
Kiwanis International
always important, ever elusive behaviors of teamwork.

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”—US statesman Benjamin Franklin