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Light the way

What’s the best way to run a successful organization?
Rick Goings shares his vision: Start with a strong team, then set priorities, inspire your people, and let them shine.

As chairman and chief executive officer of Tupperware Brands, Rick Goings has had remarkable success in transforming Tupperware into a global company that delivers strong results year over year. In addition to his role at Tupperware, Rick also serves as chairman of the board of Boys & Girls Clubs of America. Whether he’s building the Tupperware brand or raising the profile of Boys & Girls Clubs, Goings is relentless in his pursuit of excellence. He spoke to the delegates of the Kiwanis International Convention earlier this year while announcing a new partnership between Kiwanis and Boys & Girls Clubs. Rob Parker, Kiwanis International CEO, recently spoke with Rick about his thoughts on leadership in the public and private sectors.

Rob Parker: How would you describe your leadership style?

Rick Goings: “Collaborative command and control.” Leaders certainly need to lead and make the hard calls, but it works best through collaboration with your people. There are three things we do to make this work: (1) recruit and develop great people, (2) agree on strategies and tactics together, and (3) empower them. I’m not a day-to-day micromanager. If someone requires that style of management, I don’t adapt my style. I change the people.

RP: What part of “collaborative command and control” is most critical?

RG: Underline “collaborative.” If people lead primarily through command and control, it’s because they haven’t got the buy-in. People are energy stations and repeater stations. They regenerate energy when they buy into the mission and believe it. When there’s free will, people choose to engage. Attention needs to be paid to creating an environment where people work shoulder to shoulder and where the mission is always clear.

RP: What experiences helped shape your leadership style?

RG: When I joined the Navy, I observed the habits of the better leaders. This gave me a chance to see many leaders in action. What I noticed was that some led because they had more stripes on their shoulders. Others led because they had the relationships and the influence.

Even though the relational leaders also had the power, the great ones didn’t need to use it. They treated people really well and got great results. In fact, it has been my experience that the farther you go up the leadership ladder, the nicer the people are. Despite what you might hear, nice people do make it to the top. Another formative experience came during my early days at Avon. (Before joining Tupperware, Goings was a senior officer at Avon Corporation.) I was immediately sent overseas to be the president of operations in Germany and Austria. A few years later I was transferred to Hong Kong as the senior
operating officer for the Pacific Rim. These assignments reshaped my world view and helped me understand that I was part of something much bigger. My passport says I’m an American and I’m proud of that, but firstly, I’m a global citizen. That’s really important to me.

**RP:** How do you select your key people?

**RG:** We place very little value on résumés and initial interviews. We look for individuals with the right attitude and the right personal attributes. We want people who are open-minded, flexible, and interested in accomplishing something. The people we want are mission-driven—and the money never becomes the mission. Don’t get me wrong, our people make a good living, but that’s not what drives them to perform. People will work for money, but they’ll die for a cause. We’re looking for people who connect on that level.

I also look at how people treat others who are not higher on the organizational chart. We regularly check with our airport drivers and other service personnel to see what they think of the people we’re considering hiring. You can learn a lot by observing how people treat those who are serving. In fact, I wish I could follow our candidates through the airport to see if they’re the ones on the right side of the moving sidewalk who are just standing and resting or the ones on the left side, always moving forward a little faster than the rest of the pack.

**RP:** How do you know if you have the right people on your team?

**RG:** Although we’re very interested in results at Tupperware, we also care about how people do their job. We focus heavily on 360-degree performance appraisals two times a year. We want to know how the people around our leaders feel about them. We have identified the key ingredients we think are important and we make sure that’s how our people lead—mission-driven with passion, student-minded with intelligence, an attitude of humility and not arrogance, and treating others with respect. These qualities empower people to perform. They’re critical to our corporate success.

**RP:** You’ve met a lot of famous leaders. Tell us who impressed you most.

**RG:** I have a lot of respect for the elder George Bush. George Herbert Walker Bush is one of the class acts of the world. He’s a great supporter of Boys & Girls Clubs and a gracious man. He’s a testament to “the higher you go, the nicer you should be.” He also led through collaborative command and control—gaining as much consensus as possible and then taking decisive action.

I was also impressed with Archbishop Desmond Tutu. In a recent meeting he said something that has stuck with me—“there is no such thing as ordinary people.”

**RP:** Could we cut this if we’re tight on space?

**RG:** There are many more, including actor Denzel Washington, but I’d be remiss if I didn’t mention former Chairman of the Joint Chiefs Colin Powell. He’s humble, self-effacing, grounded, and critical of himself, but has a wonderful sense of humor. He talks about what he did right and what he did wrong. I’ve been with him on numerous speaking engagements and he is a genuine person who’s incredibly student-minded.

**RP:** How important is priority setting in leadership?

**RG:** It’s absolutely critical. I have some people who work for me who are very book smart—certainly smarter than I am. One of the reasons I’m the CEO is because many of them look at a list of 10 things on a to-do list and make plans to do all 10. In contrast, I focus on the top three items that matter most and let the other things go. I have a four-box matrix. On the one side is impact from low to high and on the bottom is easement of implementation from easy to hard. I never do low-impact, hard-to-do things. We may pick one or two things out of the
high-impact, hard-to-do box.

But I spend most of my time in the high impact, easy-to-do box.

**RP:** In both the business community and the nonprofit world, there’s increasing concern about a looming leadership gap with the next generation. How are you avoiding a leadership gap at Tupperware and Boys & Girls Clubs?

**RG:** The concept of mentoring is critical in an organization. I’ve got 12 young guys and gals in their 30s and 40s, and we talk about everything. There just isn’t enough focus on mentoring. The best thing that I can do is invest in people. My job and your job is to keep passing on what we’ve learned.

**RP:** Like your company’s DNA?

**RG:** Exactly. This year, I’ve spent 70 percent of my time on chairman’s retreats of around 25 people. We pick the company apart and put it back together. The legacy I can leave is how to take this company to the next place. I’m trying to share the mission side but also the logic side.

**RP:** What are the differences between leading a public company and being the chairman of a nonprofit?

**RG:** Leadership in the not-for-profit world is no different than the public. It all comes down to relationships with people. If you stay focused on the relationships and the mission, you can’t miss. Just because I have a title at Tupperware does not mean I don’t have to build relationships and inspire and motivate people.

**RP:** What books would I find on your night stand?

**RG:** Well, I just got back in town from a 31-day trip, and there are nine books piled on my desk. I just finished a book from Carol Dweck called *Mindset: The New Psychology of Success* that debunks the myth of IQ. Others on my list would include *Power of One: A Novel* by Bryce Courtenay, *The Future of Management* by Bill Bream and Gary Hamel, and *Leading with Kindness: How Good People Consistently Get Superior Results* by William F. Baker, Michael O’Malley, and Glen Hubbard.

**RP:** Based on what you know about Kiwanis, how would you encourage our Kiwanis leaders?

**RG:** Kiwanis has a great legacy, a rich set of traditions, and a strong sense of power. Everything I’ve heard and seen tells me you have the right leadership and are heading in the right direction. Continue to focus on strengthening your core while you heighten both your alignment and your external awareness.

Like the old lamplighter on the streets of London, you’ll always be able to tell where Kiwanis has been by the light you leave behind. Continue to light the way and never, ever give up.

[Learn more](http://66.29.197.80/magazine/1208goings.asp) about the Kiwanis/BGCA partnership.
Feature

A gift of love

Wang Peng thought he was going to die.

Though the earth had stopped shaking, the plume of thick, yellow smoke frightened the 7-year-old child. He thought of his house--of his family--and he ran toward home as fast as his little legs could carry him, the enormous yellow cloud chasing him all the way.

But when he arrived, there was nothing left. Just a pile of rubble. Ruined remnants of the home his family had only recently built. His mother, heartbroken, could not quiet her crying.

That is what Wang remembers about the day, this past May, when an 8.0 Richter earthquake rocked his life in the Sichuan province of China. He thought he was going to die.

The Sichuan earthquake swept away countless homes. Malaysian Kiwanians stepped in to help the children in their darkest hours.
According to the Chinese government, an estimated 7,000 schoolrooms collapsed in the May 2008 earthquake in the Sichuan province. Kiwanis members from Malaysia traveled to China to meet the children who had seen the worst devastation, and to donated US$50,000 to open 500 bank accounts for the children. Kiwanians also gave the children notebooks, stationery, and other gifts.

**Mission: compassion**

Not only was the Sichuan Children Love and Care Project a mission of compassion for children, but it also turned into a ripe opportunity to recruit Kiwanis members and sow the seeds for Kiwanis in China.

- Of the 13 people who traveled to China from Malaysia, 10 were Kiwanis members. By the end of the trip, all 13 were Kiwanians.
- In China, when the Kiwanis team's bus driver was asked about his passengers, he repled: "We are Kiwanians. Would you like to join us? We help children."

As of October 2008, more than US$78,000 was raised for the Sichuan Children Love and Care Project.
Feature

A touch of joy

When Myla Carbajal was 5 1/2 months old, she aspirated milk while nursing. She stopped breathing and was turning blue.

At the time, her family was vacationing in El Salvador, far from their Santa Clara, California, home.

"We didn't even know where the hospital was," said Myla's mom, Molly, "but as I called for help, a local couple saw what was happening and took us to the emergency room."

Myla was resuscitated and flown home by Med-Evac for medical care in the United States, but the loss of oxygen she'd suffered left her brain damaged. Following the accident, she needed a feeding tube in her stomach to eat, and she was diagnosed with cerebral palsy, seizures, and cortical vision impairment, which is an inability of the brain to access or make sense of visual information. She found it difficult to play with toys, see her parents' faces, and reach out to touch things. But that's changing. Thanks in part to Kiwanis.

Gabe's story

Gabe's Day was named after Gabriel, a child who benefitted from play equipment similar to the Kiwanis club's resonance board. After he passed away, his family continued to attend the annual Gabe's Day party. Every year, Gabe's grandmother shares Gabe's story with the volunteers.

"We couldn't believe the difference the equipment made," Gabe's grandmother says. "It changed Gabe's life. I think he lived longer than the doctors ever expected because he was so motivated to play. It brought him such joy."
Feature

A ray of hope

The Suarez Bacareo family was already struggling when an avalanche poured mud through their rented home in northern Colombia, sweeping away the furniture, clothing, mementos—everything. Force to live separately, the family crumpled under the stress. Malnutrition set in. The five children, ages 8 to 13, began to have behavioral and learning problems.

Three months after the disaster, Walter and Maria decided to reunite the family—even if it meant living in a "slum house" made of wood and plastic with a clay floor and a zinc roof. The move detoured the family into the care of the Kiwanis Club of La Hormiga, Bucaramanga.

The children began attending classes at the Rincon de la Paz School. Through dance and music lessons, they learned discipline, cooperation, and responsibility. And state agencies reversed their medical and nutritional condition.

Most important of all, Walter, Maria, and their five children are together again. A family.
The ants go marching in

La Hormiga (the ant) is known in the province not only as a hard-working insect but as a delicacy when fried and eaten. It's an appropriate name for such a dedicated group of volunteers. Not only have the Kiwanis projects reinvigorated Rincones de Paz, the people of this settlement continue to reinvigorate the Kiwanis "ants."
Kid power

How one Wisconsin K-Kids club empowers children of all abilities to serve and lead

Hundreds of miles separate Wisconsin from Louisiana and Mississippi, but the news about Hurricane Katrina traveled with a full force of emotion upon Manitowoc's Matthew Bialek. Though his school was collecting relief supplies, Matthew--a third-grader at the time--believed he could do more as a member of the Franklin Elementary School K-Kids club. So he decided to join. All he had to do was write a couple paragraphs explaining why he wanted to be a K-Kid.

For Matthew, who is severely dyslexic, a two-paragraph essay could be a daunting challenge. But his cause was too important to give up, so he grabbed three dictionaries and went to work. He wrote not just two paragraphs, but three.

Matthew went on to become the head of the club's service committee. His first accomplishment as a member of the K-Kids club? Shipping thousands of books to school libraries in the Gulf states.

Saving lives

Here's an excerpt from Mara Bowman's award-winning speech.

Two years ago when a fire destroyed one of our fellow student's home, we saw a problem, developed a plan, and solved it. Our president at the time, Matthew Bialek, asked the community service committee to discuss what we as K-Kids could do to help prevent such an event from happening again.

We decided to contact the fire chief and explained our plan to him. Now each year before the holidays, we visit neighborhoods, distributing smoke detectors and batteries to people who need them.

This gives me such a great feeling to know how much I helped by community. The fire chief always thanks us for our service and tells us we are saving lives every year.

Does your club sponsor a K-Kids club? Make sure it includes children of all abilities and brings out the best in everyone.
Is your club great?

By Don Canaday, President, Kiwanis International

Is your club friendly to all its members? When people join Kiwanis, they expect to make a lot of new friends. Remind your current membership that a friendly club is a must if you want to attract and retain new members.

Is your club fun? Fun doesn’t just happen; you need to plan fun meetings and events.

Does your club have really good fellowship? One shared trait among all great clubs is good fellowship. Kiwanians care about one another.

Does your club have consistently strong programs at its regular meetings? Engaging presentations enhance attendance and retention. And when members get in the habit of regularly attending, you have a much greater opportunity to get them involved in your club’s service and fundraising projects. Remember: Member involvement equals member retention.

Does your club enhance networking opportunities? There’s nothing wrong with making sure everyone knows what each of your members does for a living. Does your club provide new-member orientation? Does your club have a plan for new-member involvement? New members need to feel the warm fuzzies, to be proud of their club and their membership. Does your Kiwanis club provide all the benefits your members are entitled to?

If you answered yes to all of these questions, congratulations! You belong to a great club.

If you answered no to some of these questions, sit down with your club board and come up with a plan to correct what needs correcting. Send representatives to other clubs to observe how they inject fun into their meetings. Use icebreakers to extend friendships beyond your club’s usual groups. Assign a committee to schedule speakers. Use “happy dollars” or two-minute interviews to allow members to talk about their careers. Find orientation materials and advice at www.KiwanisOne.org. Click the “Grow” button.

Then you’ll be ready to take your club from good to great!
A destiny fulfilled

On making a difference, singer-songwriter Stevie Wonder said, “We all have the ability. The difference is in how we use it.” A Montana Kiwanis club—supported by the Kiwanis International Foundation—uses its abilities to change the lives of Kampala, Uganda, orphans.

“These are friends from the United States,” John Michael Mugerwa, director of Destiny Orphanage and Boarding School, told students during a recent visit by Missoula-Sentinel Kiwanis club members. “They’ve come to say they love you.”

The love comes in the form of a 900-book library, a new kitchen, and a fully stocked poultry farm, and in hugs that spawned smiles by the children and the visiting Kiwanians.

For Kiwanian Leslie Womack, it is evidence of the difference Kiwanis makes. “It made me see how real the need is,” said Womack. “You hear what clubs are doing. They raised this or that, but when you see the need and how necessary it is, somebody has to do it.”

Many of the 900 children are orphans of HIV/AIDS. Each day, they battle threats of malaria, jungle animals, and malnutrition, so the books, mosquito nets, and protein-rich eggs offer tangible security, help, and hope.

Donations from the Kiwanis community have funded these projects, including a recent Kiwanis International Foundation grant to purchase a bus that transports students to a nearby school.

The Montana Kiwanians had the ability. The Destiny Orphanage had the need. The difference—and benefit to children—is obvious.

What they say | convention

Kiwanis International officers all point to the International Convention as a pivotal touchpoint in their Kiwanis experiences. Following are some of their key recollections, as well as advice to club leaders on why they should attend and what they can expect to get out of the experience.
| **Don Canaday**  
| **International President**  
| 1975, Atlanta, Georgia  
| I met people from all over the world and learned time-tested ways to grow a club, to provide service, and to have fun. It showed me how to be a better leader.  
| **growth as a leader?**  
| It helped me tremendously when I was a lieutenant governor, training and mentoring club presidents. It reinforced the value of service—in and out of Kiwanis—and reminded me how important our work is.  
| **to attend convention?**  
| Because of the opportunity to take part in great workshops with people who have been there and done that, people who know what success looks and feels like. It would greatly enhance your success as a Kiwanis leader.  
| **attending a convention?**  
| The educational opportunities and how they help leadership development. You also realize the international nature of the work, and how while we don’t all speak the same language, we all speak Kiwanis.  

| **Paul Palazzolo**  
| **International President-Elect**  
| 1987, Washington, D.C.  
| It was great. I was able to see speakers and entertainers in an intimate environment, including Ronald Reagan. We voted to have women join Kiwanis. I was proud to be a part of that vote.  
| **growth as a leader?**  
| I learned how to work with people and encourage volunteers to go above and beyond.  
| **to attend convention?**  
| The convention is the place to "get the fever." It gives incoming leaders the chance to obtain helpful hints and actively engage those currently serving and learn from their leadership.  
| **attending a convention?**  
| A Kiwanian becomes more aware of resources available for club success and gains a certain motivation for club success that comes from attending a convention and seeing how our organization makes such a huge impact both locally and globally.  

| **Sylvester Neal**  
| **International Vice President**  
| 1986, Houston, Texas  
| I was so ashamed at the vote and politics on the defeated vote to allow women, I wanted to quit Kiwanis.  
| **growth as a leader?**  
| I worked toward making our organization one of diversity and inclusion. It actually gave me a purpose,  
| **to attend convention?**  
| Club presidents and lieutenant governors are the largest group to attend convention. These people are looking for practical  
| **attending a convention?**  
| First timers: Getting a sense and feel for the International scope and potential reach of the organization. Repeaters: |
Whatever it takes

If you visit Joan Wilson’s office you’re likely to wait a few minutes. That’s because she’s often on the phone with members and club officers, answering questions about everything from reports to membership. In the background, you’ll hear her Member Services representatives answering questions as well. And if she or they don’t have an answer to a question, they promise to get one—all while offering a bit of friendly conversation and laughter.

Wilson is the Member Services manager at Kiwanis International. She and her staff are the first line of contact for many Kiwanis members. Whether it’s searching membership information, locating a club, or assisting with online services, the Member Services team is there to help.

The 10-member call center was created seven years ago to help simplify the many questions members have. Yet a lot of members don’t know the service exists. “That’s been a hurdle,” says Wilson. “In the past, if a member had a question and called the International Office, they were transferred to individualized departments.

We’ve streamlined that process. There’s nothing we don’t want you to call about.”

In addition to the call center, member services has four additional representatives that field calls on club bylaws, new club development, and more. “Members need someone to talk to,” says Wilson. “My team will do whatever it takes.”

To contact the Member Services department, e-mail or call 1-800-KIWANIS, ext. 411 (U.S. and Canada), or 1-317-875-8755, ext. 411.

New ways to give

New ways to give The Kiwanis International Foundation has launched two new giving programs designed to bolster its efforts in helping the world’s children: Women of Kiwanis and the Hixson Ambassador program.

Women of Kiwanis is an annual program for Kiwanians and non-Kiwani help. If we are an organization with a focus on leadership development, we must increase our focus on club leaders.

working on issues of trying to treat everyone with dignity and respect.

Recharged with the service spirit. New leaders: Information about the job of president, officers, leaders!

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Working on issues of trying to treat everyone with dignity and respect.
Learn more about both programs.

The key to growth

The 2008-09 1-2-3 You Hold the Key program has begun and again acknowledges members who, between October 1, 2008, and September 30, 2009, successfully introduce new members to Kiwanis service and fellowship.

Recruit one member and receive a bronze key lapel pin. Recruit a second member and receive a silver pin. Recruit three or more new members and you’ll receive a gold pin.

Election options

Kiwanis clubs can take advantage of two new election options, a result of amendments adopted at the 93rd Annual Kiwanis International Convention this past June. The new options include:

1. Any/all club officers now may be elected to either one- or two-year terms, as determined by each club.

2. Clubs now may use electronic balloting methods to elect officers. To take advantage of either option, clubs first need to amend their bylaws with Kiwanis International. Clubs should begin the process now so the proper rules are in place before club elections are conducted in April/May 2009. A revised Standard Form for Club Bylaws includes language for these options.

If a club decides not to use either option, no bylaws revisions are needed. However, the Standard Form for Club Bylaws has changed over the years, and if your club has not made revisions recently, your bylaws may need to be updated anyway.

Follow Rashale’s story

When 8-year-old Rashale Arana’s left leg started to swell and ache, she didn’t have many options to help her feel better.

Rashale is from a remote area of Belize, where medical care is hard to come by. In fact, where she’s from, if you have cancer, the doctors may give you a few pills and send you home to die. That’s what happened to Rashale.

Rashale has osteosarcoma. Bone cancer. But her story doesn’t end with a bottle of pills and a death sentence. Not hardly.

Thanks to Kiwanians in the Carolinas District and the International Hospital for Children, Rashale is in North Carolina receiving urgent care that will most likely save her life.

We invite you to follow Rashale and her journey with her Kiwanis family. Look for her story in the February 2009 edition of Kiwanis magazine.

Journey for a cure

Rashale Arana

Read also:

- Join Rashale on her journey for a cure
- Journey for a cure
Talent show

Speaker power may be just what your club needs to energize attendance and meetings.

Lively meeting programs are important to a club’s health, and speakers boost meeting attendance, which helps retain current members and attract new ones. Here’s how you can add oomph to your programs.

**Hit hot topics.** What should everybody in town be talking about? Keep your members and the community informed by scheduling topical topics.

The Kiwanis Club of Chattanooga, Tennessee, invited Police Chief Freeman Cooper to a club meeting to talk about speeding, which causes 43 percent of local traffic fatalities.

**Inspire with stories.** In every community, inspiring stories touch hearts. Trisha Meili, a jogger who was viciously attacked and left for dead in 1989, held members of the Meriden, Connecticut, Kiwanis club spellbound as she talked about learning to read, write, walk, talk, and love all over again.

**Serve ‘n’ meet.** Some clubs combine the joy of service with the fellowship of meetings. Once a month, members of the Kiwanis Club of Metropolitan Milwaukee Nights, Minnesota, devote their meeting time to reading to students at a nearby school.

**Take a bow.** Every now and then, it’s nice to hear someone say thank you. Three Open Arms Baby Boutique representatives showed up at a meeting of the Nampa, Idaho, Kiwanis club to describe how their $3,000 donation is providing maternity clothes, “tons of diapers,” and other baby stuff to expectant mothers with limited incomes.

**Call in the kids.** Circle K, Key Club, Aktion Club, K-Kids, and Builders Clubs are an endless source of speakers— and inspiration. The Kiwanis Club of Kingston, Jamaica, conducts its oratory contest during its meeting, inviting contestants from among the 19 Builders Clubs it sponsors.

**Mine the media.** Challenge yourself to find at least three potential speakers amid local news headlines and advertisements. (See “Media Savvy.”)

**Work the network.** Your fellow Kiwanis clubs know the best-kept speaker secrets. Log onto the Kiwanis community and make sure your club is represented at division, district, and international meetings and conventions, where tips and advice are whispered loud and clear.

**Collar the scholars.** If your club offers scholarships, invite recipients to report on their academic achievements. Deirdre Paisley returned to the Central Broward/Ft. Lauderdale, Florida, Kiwanis Club to talk about her honors degree in nursing.
Showcase

Joining forces

*How sharing meetings saved a Key club and re-energized a Kiwanis club*

Things didn’t look good for the Key Club at Richmond Heights High School in Ohio. The warning signs were there: desperately behind in its dues, dwindling membership numbers, and no faculty advisor. A warning notice was clear: six months to shape up—or give up. The club seemed doomed to lose its charter.

But Richmond Heights Kiwanians didn’t want that to happen.

“The Key Club started in 1967, and we didn’t want to lose it,” says Kiwanis secretary James Giarelli. When the Kiwanians investigated the situation, they discovered the high school couldn’t afford to pay the additional salary required by contract for club faculty advisors. And the Kiwanis club was prohibited from footing that bill. They also found the Key Club’s meeting time—a 20-minute lunchtime period—was hardly conducive to productive planning and discussions.

Here’s how the Kiwanis club turned the tables.

**Fix the finances.** First, the Kiwanians paid the $3,000 in outstanding fees and dues and set up a bank account so it could help the Key Club monitor its money. “We paid the dues on a loan basis,” James explains. “We weren’t concerned about the money—we were concerned that kids wouldn’t have the opportunity to become leaders and serve the community.”

**Switch advisors.** Next, the Kiwanians called the Kiwanis International office to see if it was permissible for the Kiwanians to serve as the club’s advisor. Yes, it was.

**Meet together.** The meeting space issue proved the easiest—and most rewarding—to resolve. The Kiwanians simply invited the Key Clubbers to move their meetings to the Kiwanis lodge in conjunction with the weekly, evening Kiwanis meetings.

“The Key Club members were thrilled to join us at our meetings,” James says. “They’ve gone from having three to four members at their lunchtime meetings to 25 or 35 Key Clubbers each week at our joint meetings. We’re so happy to have them. They bring energy to our club and we help one another with our projects.”

Plus, working so closely with Key Club members has given the Kiwanians access to new prospective members: the Key Clubbers’ parents. Says James: “They’re our next Kiwanis members.”—Amy Wiser
Showcase

Moms' week out

Motherhood can be difficult at times, even under the best of circumstances. But single mothers are especially vulnerable to the strain of parenting children. Members of the all-female Kiwanis Club of Basel Merian, Switzerland, have a mission of compassion for single mothers and seek ways to offer them relief. Their research resulted in a weeklong vacation for mothers and their children—a rare respite for women under a tremendous amount of stress.

“The mothers could forget their daily worries and chores and concentrate on their children,” says immediate past club president Brigitta Landolt. That's quite a gift for a working single mother.

A relief organization helped select 13 mothers who could benefit from a vacation. Before the trip, the Kiwanians arranged an afternoon meeting in a local park so the mothers and children could meet and get to know one another. A parents meeting soon followed to match the vacationers and their accommodations at a holiday facility in Bressaucourt, a city in northern Switzerland.

The moms and their kids rode a horse-drawn wagon, picnicked, and crafted paper made of cooked grass, which they gathered themselves. They played ballgames, went swimming, feasted on their favorite foods, and saw kittens born. The moms even enjoyed an afternoon all to themselves.

“The week’s holiday created good memories for the women and the children,” says Brigitta. “It was a satisfying and lasting service project for our next generation.”—Karen Pyle Trent
Clubhouse

- **Worthy of honor**
  Kiwanis clubs honor citizens, students, athletes, firefighters, and more
- **Happy camper**
  Alabama club speaker connects with her past
- **Media savvy**
  Speaker possibilities from the daily newspaper
- **Where in the world is Nashville?**
  Kiwanis International's 2009 convention host isn't the only 'Nash' town
- **Fast friends**
  A best-selling author shares her love for NASCAR with Virginia Kiwanians
- **Making a mark**
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**Worthy of honor**

Who in your community is worthy of recognition? For courage? For dedication? For service? Many Kiwanis clubs honor their neighbors for a variety of reasons and usually attract a bit of news media attention themselves. Kiwanis magazine has matched a few award-dispensing Kiwanians with their honorees. Who does your club **honor**?

- **Bainbridge, Georgia** Teachers
- **Hendersonville, North Carolina** Firefighters
- **Batesville, Arkansas** Citizens
- **Stillwater, Oklahoma** Students
- **Flint, Michigan** Student athletes
- **Upland, California** Senior citizens
- **Romeo, Michigan** Cutest babies
- **Taman Tun Dr Ismail, Kuala Lumpur, Malaysia** Mothers
- **Bartlesville, Oklahoma** military veterans
- **Cebu City, the Philippines** Police officers
- **Red Deer, Alberta** Terrific Kids

**Happy camper**

Allison Wetherbee had a lot of thank-you's stored up as she arrived to speak to the Kiwanis Club of Foley,
A former camper herself, Allison Wetherbee now travels statewide, promoting the Alabama Special Camp for Children and Adults.

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Alabama. The Alabama Special Camp for Children and Adults, for which she directs public relations, has never had to turn down a camper due to an inability to pay. That has a lot to do with the generous support of Alabama District Kiwanis clubs.

Yet Foley Kiwanians discovered a way to add one more thank-you to the list. Her visit reconnected her to an important person in her past—in fact, at the very beginning of her life.

Wetherbee was born on December 8, 1970, with no arms or legs. Attending at her birth was Judy Grudall, a nurse assistant at a Selma, Alabama, hospital. While reading the Mobile Press-Register, Grudall came across an article about her former patient's visits to Kiwanis clubs in the area and picked up the phone.

“My birth obviously had made a strong impression on her,” Wetherbee says. “She was proud that I was doing well.”

Media savvy

Is it possible to find three speakers in one day's news? Here are 3 ideas gleaned from one issue of a daily newspaper.

1. High school football season opens.
   Invite area coaches to participate in a "crying towel" contest. At an annual Lafayette, Louisiana, banquet, coaches lament losses, bemoan the inexperience of sophomores, and get lots of laughs.

2. Gardens popular for marriage proposals.
   Ask around to find the most romantic settings in town and invite a caretaker to describe the best—and oddest—marriage proposals he or she has witnessed.

3. New winery opens.
   Any entrepreneur would welcome the chance to describe a new venture and maybe even treat your club's members to a tour. Don’t forget to offer the new community leader a membership application.

Do you think you can do better? What intriguing meeting program ideas have you found in your local newspaper headlines? Where and how does your club find its best speakers? Share your ideas.

Where in the world is Nashville?

Where will you find the world's largest concentration of dinosaur tracks or the world's largest reptile exhibit? What city is known as the Bell Pepper Capital of the World?

If you answered “Nashville,” you’d be correct. But if you're thinking of Kiwanis International's 2009 convention host city, you'd be wrong.

That's because no fewer than seven North American cities share the name “Nashville” with Tennessee's Music City USA. While you're planning your trip to the Kiwanis convention, June 24-28, here's a quick primer on the "other" Nashvilles:

Nashville, Georgia: Bell Pepper Capital of the
World and the City of Dogwoods.  

**Nashville, North Carolina:** Founded in 1780; rare collection of Victorian and Queen Ann style homes.

**Nashville, Illinois:** Located on Nashville Creek and birthplace of U.S. Supreme Court Justice Harry Blackmun.

**Nashville, Indiana:** Home of the Little Opry and the world’s largest reptile exhibit.

**Nashville, Arkansas:** Once the center of the peach trade in southwest Arkansas; world’s largest dinosaur trackway was discovered near the town in 1983.nearby.

**Nashville, Kansas:** City in Kingman County, Kansas, with a population about one-tenth of the number of the “1,352” guitar pickers in Nashville, Tennessee.

**Nashville, Michigan:** Village in Barry County with a population of about 1,700, most of whom live within a two-square-mile area.

**Nashville, Ontario:** Sparsely populated farming area on the western edge of Kleinburg.

**Nashville, Ohio:** Located about one-half hour from Canton, home of the National Football League’s Hall of Fame.

Who put the "Nash" in these Nashvilles? Watch for your February 2009 issue of KIWANIS magazine.

Fast friends

What would a bestselling novelist and a Virginia District Kiwanis club have in common?

NASCAR!

Author Sharyn McCrumb often gives serious presentations about literature and the scholarly research that goes into writing fiction. But at a Salem, Virginia, Kiwanis club meeting, club president Allen Cross suggested, “Why don’t you talk about NASCAR?”

The subject suited her just fine. McCrumb, who has achieved fame for her Appalachian “Ballad” series, recently branched out into writing stock car racing novels.

“I spent the requisite 20 minutes,” she says, “telling them how I came to write St. Dale, a modern version of The Canterbury Tales set in NASCAR, and how the book had led to awards, an invitation to the White House, and a friendship with Dale Earnhardt’s wonderful family. I finished speaking on time, but then we did a question-and-answer fest that went on longer than the talk, swapping stories about our favorite speedways and our least favorite drivers.

“It was a delightful visit with kindred spirits.”

Making a mark

How can you spread your club’s fame? Brand your projects with the Kiwanis name. Through hard work and generous contributions, clubs earn the right to put the Kiwanis name on a variety of community facilities and programs, such as:

Sharyn McCrumb’s novels have ventured into the world of NASCAR.
The K-Bus is coming. The Kiwanis Club of Simi Valley, California, helped purchase a vehicle that transports young adults with developmental disabilities on the local park district’s field trips, excursions, and athletic and social events.

Touchdown. Football fans in Noblesville, Indiana, get an eyeful and earful of Kiwanis. To recognize the area’s four Kiwanis clubs’ support, the Elementary Football League named one of its fields “Kiwanis Field,” erected a Kiwanis sign on the scoreboard, regularly announces Kiwanis’ backing through its public address system, and prints the Kiwanis name across the players’ jerseys.

Play ball. When the Kiwanis Club of Des Moines, Iowa, raised more than $150,000 for a new Miracle League Baseball field, organizers expressed their gratitude by adopting the “Kiwanis Miracle League” name. In addition to giving children of all abilities an opportunity to bat, field, catch, and run, the project attracted at least 10 new members to the club.

Deck the halls. Families in Racine, Wisconsin, decorate their Christmas trees with ornaments that depict local attractions. The 2002 ornament, for example, features the Johnson Research Tower, which was designed by architect Frank Lloyd Wright. All of the ornaments bear the name of the Racine Kiwanis club, which sells a new edition to the series every year.
Leadership Matters

The Kiwanis tipping point

Why did crime in new York City drop so suddenly in the mid-'90s? How did a dead brand like Hush Puppies go from selling 30,000 shoes in 1994 to 2 million in 1996? In essence, the question i am asking is this: How does something become so contagious that it infects millions of people and takes on a life of its own? In the Tipping Point, Malcolm Gladwell describes how little things can make a big impact and how one match can start a fire that burns down an entire forest. Every epidemic, every fashion trend, every company that experiences exponential growth--they all share at least one common trait: They all have a tipping point, a point at which the idea of rht disease "tips" and spills out, and the epidemic begins.

At Kiwanis, we are trying to create a social epidemic. We are working to make Kiwanis so contagious it spreads like a virus around the globe. We are studying every trend and analyzing every best practice to discern what combination of factors is going to make Kiwanis spread as fast, or faster, than we can control it.

In the situation of New York City's dramatic crime drop, it was an unrelenting commitment to some extremely focused objectives that ultimately made crime almost disappear. But the interesting thing is, although the foundational work took years to develop, the success came almost overnight. At some point doing all of the "right things right" made this situation "tip."

From 1992 to 2005, Kiwanis experienced a decline in membership. Steps have been taken in the last few years to halt the decline, and now it's time to grow. As our staff and volunteers focus Kiwanis on the things that will make us viral, we know we still have several years of hard work ahead of us.

At some point, possibly 2011 or 2012, Kiwanis will "tip" and experience exponential growth in the final years of the plan. Since epidemics by their very nature are difficult to manage or control, it is difficult to predict how, or when, this will happen. We are confident that if we focus on the right things and deliver them with excellence and consistency, Kiwanis will become contagious--as contagious as a smile--and spread around the globe. We look forward to celebrating with you and a million other Kiwanis members in 2015.

TREND

It all adds up

Sometimes little changes have big effects. That's what led to a tipping point in New York City. The Big Apple became "infected" with an anti-crime virus a few years back after it established a zero tolerance policy for:

- Graffit
- Prostitution
- Panhandling and petty crimes
- Drugs

Within five years, beginning in 1992, the murder rate fell by two-thirds.

Think about it. What small changes could lead to a dramatic change for Kiwanis?

Source: Malcolm Gladwell, The Tipping Point

Embracing change

"It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."

Alan Cohen, lecturer and author