

Kiwanis®

Burlington, Iowa

Serving the Children of the World®

November, 2011

Burlington Kiwanis BurlingtonKiwanis.org

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Dear Fellow Kiwanians,

This first month as your President has been a whirlwind with the first board meeting and kick-off planning session on the 18th being the high point of the month. Twenty three board members and/or committee chairman participated in this three hour session which everyone agreed was very worthwhile.

Following are some of the items/actions we discussed:

Mix it up Thursdays Need to continue but change the format possibly by theme, hobbies, etc. Plus we'll have a new members table periodically to help get our newer members more comfortable with the club.

Socials We need to think out of the box and not necessarily do the same things again and again – will encourage the sports day, family picnic and Kiwanis night out chairs to feel free to come up with some new approaches. Also talked about having some smaller group socials such a Kiwanis After Hours for new members quarterly or semi-annually and maybe some bus trips to football, theater etc.

Public Relations/Publicity They work on getting more articles in the newspaper or radio to get Kiwanis better known in the community. They will put together a media contact list for all chairs to use.

Rachel's Challenge Will determine if there is a follow up event we could do.

Kiwanis One Day Plan a big service event or have a Rachel's Challenge type event on Saturday, April 21 .

New or Expanded Service Projects Will work with the Key Club to take on BUG (Bring Up Grades) for the 2nd part of the year with the clubs financial backing. The committee will come to the board in November/December with a proposal for After School/Boys & Girls program.

Board Meetings Agreed to go back to two board meetings a month. 1st Tuesday meeting at 5 pm for planning and brain storming new ideas. 3rd Tuesday meeting at 12 pm for a business meeting. Both will be at the Drake.

Membership Our biggest challenge is to get members to invite prospective members, in 2010/11 only 11% of our members did this. The good news is we closed 62% of the prospects that were invited, which is a 34% improvement from 2009/10 and 60% improvement from 2001/02. So if we can just improve our # of prospects, membership growth should be no problem. It was suggested that we need to inform the membership (again and again) that they don't pay for a prospective member's meal. We also need to continue work on retaining our current membership. The club's average age is 58, 31% are retired and 30% are female. (see chart on lower page 2).

Membership Retention Goal will be to have less than 10% loss (which would be a 4% improvement from last year) and Membership Growth at 25 new members (which would be a 200% improvement from last year).

Looking forward to a great year,

Dennis Wilson, Your 2011/2012 President (in training)

"We make a living by what we get; we make a life by what we give."

Five Shows, Four Continents, One Ticket

The Kiwanis Travelogue season opened October 20 with "The Great Canadian Train Ride". We thank Two Rivers Financial as the corporate sponsor.

With four shows still to come, Travelogue remains the best entertainment value in the community. We will be traveling to "Egypt and cruising the Nile" November 10, visiting "Mongolia – Land of Genghis Kahn" February 23, going to the "Ghost Towns of the Wild West" March 22 and ending the season with "Etched in Stone: Scotland to Provence" April 26.

It's not too late to get a season ticket and travel with us to four continents, while knowing that your entire \$30.00 ticket price will go directly to help the kids that Burlington Kiwanis supports.



Travelogue Ticket Sales on Upswing

As of this season's first show on October 20, we had sold 397 Travelogue tickets, the largest number in three seasons. Starting with the 2006-2007 season, our annual ticket sales have been 452, 452, 400, 363, 382, and 397. Major factors in this season's increase were:

- Club participation: 32 members purchased 72 tickets for their own use; 7 members sold 18 tickets to 10 non-members.
- New customers: 54 new customers purchased 95 tickets.
- Hawk Eye tabloid: 30 customers purchased 50 tickets using the tabloid order form.

This is Travelogue's 56th season. Early shows were held in the municipal auditorium and drew crowds of between 1,000 and 2,000 people. Jim Ewinger managed the project for more than 40 years. As entertainment tastes changed and attendance gradually declined, we could no longer afford to rent the auditorium, so we moved to West Burlington High School, a smaller but much more comfortable venue. It seats 399.

We have since made minor changes to our Hawk Eye tabloid format, experimented with e-mail advertising, and solicited increased Club participation. Along with a possibly improving economy, these efforts seem to be paying off.

Next season we hope to take advantage of more e-mail communication and social networking as in Facebook.

Address Change?

Send updates to Secretary Michelle Randall

mwilliams@lisco.com call 752.6027

Club Membership Statistics

	2001	2009	2010	Chng	Chng
	2002	2010	2011	prior yr	01-02
Beginning Membership	215	188	170		
New Members	26	12	12	0%	-54%
Resignations	25	28	25	-11%	0%
Deaths	0	2	1	-50%	100%
Ending Membership	216	170	156	-25%	-28%
Members who invited a prospect	45	20	12	-40%	-73%
Prospects Invited	67	26	13	-50%	-81%
% of members who invited a prospect	21%	11%	7%	-34%	-67%
% of prospects who joined	39%	46%	62%	34%	60%

Leroy Award Honors Blythe

In 2003 our Club introduced a recognition award that we hope will last forever. An award which stands for excellence, dedication and recognizes individual Kiwanians for their contributions to our Club and Community. It mirrors and measures everything good as exemplified by its name and person it emulates. This award is given to those who go beyond the mediocre and commonplace, and we believe will be coveted by its recipient for years to come. This award is a simple acknowledgement, but the person it symbolizes is far from simple. The award is referred to as the "Leroy Award" in honor of one of the many heroes in this Kiwanis Club. Mr. Leroy Pease, a true gentleman and a man of distinction in our Club, our schools and all over town. Leroy was a man who earned respect by all. A man with vision and purpose and a man who represented all that is good. He gave freely and expected little in return. This award recognizes quality and excellence in Kiwanis work over the years. Leroy is a true Kiwanian story.



Leroy Pease (in purple) clowns around with Table #1.

This year's recipient of the "Leroy Award" is Lois Blythe. She has been a member of our Kiwanis Club since 1989, and was the first woman President in 2000-2001. Lois, also, served as a Lt. Governor for the Iowa-Illinois District. She always volunteers wherever needed, and continues to Chair the Kiwanis Scrapbook committee and the Kids Christmas Shopping which she has done for a number of years, and cochairs the Key Club and Christmas in Summer committees. She is a member of Kiwanis Singers and serves on other Kiwanis committees each year. Lois and Ike have been married 22 years and have four children. One daughter was the first Key Club President at BHS--like Mother, like Daughter. She has been employed at the Burlington Public Library for 22 years and was called to the priesthood in her church. The family has served at the Community Thanksgiving Day dinner for 17 years which Lois has, also, coordinated. The Blythe family has been recognized as "Family of the Year" by the Scouting program. One of Lois' "trademarks" is her contagious laugh and giggle! This woman exemplifies the meaning of the "Leroy Award" and stands out as a true Kiwanian.

Past Recipients of the Leroy Award:

- 2003-2004 Bob Prall
- 2004-2005 Dave Vavroch, Wyman Weinbeck, Gene Van Dewoestyne, Bob Reid
- 2005-2006 Ruth Ann Sandrock, Dan Weidemeier
- 2006-2007 Ed Larson, Cliff Calhoun
- 2007-2008 Jim Garnjobst, Phil Bartleson
- 2008-2009 Tom Cameron
- 2009-2010 Jim Corder



Your Board of Directors

Your Board of Directors approved the Dictionary and Thesaurus Project again for 2011-2012. Thank you to Jim Garnjobst and his committee for coordinating this great service on our community.

There will be two Board meetings a month this year effective November 1, 2011. The first Tuesday of the month will be at 5:00 pm at the Drake for brainstorming and helping the club to keep moving in a positive manner. The third Tuesday of the month will be at noon at the Drake for the business portion of the club. These meetings are open to club members - please join us!

Submitted by
Michelle Randall,
Vice President

Programs

Arranged by Tom Vance



3 - United Way

10 - U.S. Foreign Service, Dee Ann Shuff, Momouth, Ill

17 - Turkey Day/Feather Party/Bingo - Members enjoy a fun day of Bingo where you can win Turkeys to take home or donate or cash prizes.

24 - Happy Thanksgiving, No Meeting

Invocations

Arranged by
Jim Miller



3 - Todd Chelf

10 - Dave Vavroch

17 - Jim Sleister

Santa Photo Project

The Santa Committee starts on November 19 and ends on December 24. We will be using the area in front on the Boogaloo Cafe once again, courtesy of Pzazz Motel & Resort. Project setup and decorating will be on Saturday, November 12, starting at 8 a.m.

Sign up sheets will be out at the regular Thursday meetings starting on November 3rd. Information concerning the Santa Project should be on the Burlington Kiwanis web site shortly. We will once again have Kiwanis Santa Photos postcards available that offer \$1.00 off with presentation of the card.



The Santa Project is in full gear and we are looking forward to a great Santa Project Season! We appreciate the hard work of all the volunteers who make this project a success every Christmas season.

Thank you, Cochairs, Tom Pilcher, Gary Young, and Technical Advisor, Phil Bartleson



The Kiwanis Santa Photo Schedule

Date	Time
Nov 19	10 am - 9 pm
Nov 25	10 am - 9 pm
Nov 26	10 am - 9 pm
Dec 2	5 pm - 9 pm
Dec 3	10 am - 9 pm
Dec 4	10 am - 6 pm
Dec 9	5 pm - 9 pm
Dec 10	10 am - 9 pm
Dec 11	10 am - 6 pm
Dec 15	5 pm - 9 pm
Dec 16	5 pm - 9 pm
Dec 17	10 am - 9 pm
Dec 18	10 am - 9 pm
Dec 20	3 pm - 9 pm
Dec 21	10 am - 9 pm
Dec 22	10 am - 9 pm
Dec 23	10 am - 9 pm
Dec 24	10 am - 4 pm

Kiwanis Shopping Spree @ Target

It is that time of year once again where we have the opportunity to share our bounty and good cheer with local youngsters. School counselors from West Burlington and Burlington select five children from each elementary school to receive an invitation to the Shopping Spree on Saturday, December 3, 6:30 – 8:30 am.

Bright and early the children arrive at Target to eat breakfast, meet with Santa and are paired with a Kiwanis helper. Each child will have \$35.00 to spend on themselves or to shop for friends & family. Some children know exactly what they want and others struggle with finding the perfect gift for someone they love.



On Saturday morning, I will need volunteers to shop with the children, wrap gifts, and provide transportation. We also supply the wrapping paper, bows, gift bags and tags. Whether you are a new or seasoned member of the club this is a wonderful gift that you can give to children in our community. You will be blessed many times over for your gift of time spent with a child.

Contact Lois Blythe at 319-753-1647 or 319-750-3938 for more information. Volunteer sign-up sheets will be available during Kiwanis meetings beginning November 24.

A Look Back at Boots & Coats for Tots

The Kiwanis Major Emphasis Committee met November 14, 1991 considering ideas designed to help children in our community. Vice-chair Leroy Pease, Jim Corder, Harold Detter, Milt Mueller, Mark Panther, Larry Pauley and Keith Rosenberg were present. Mueller's idea to provide Christmas gifts for children of families visiting The Neighborhood Center, an agency of Community Action rose to the top. It was approved later by Committee Chairman Ruth Ann Sandrock.

This began a long relationship with Helen Cone at The Neighborhood Center. Toys and cash valued, in aggregate, at \$394 was collected from members in early December. The cash was used to purchase winter boots for small children. Boots and gifts were delivered to the Neighborhood Center on December 18th, just as it began to snow. All the boots were gone within three days.



By 1992 Helen Cone had asked us to concentrate on boots rather than other gifts. Kiwanis members were asked for donations on December 3rd and gave \$262. Another appeal was made the following week. Kiwanian Rod Fairborne, Westland Mall manager, challenged members by promising to match the collection. Larry Turley had worked behind the scenes to obtain a commitment, from the Mall Retailer's Association, to back Rod's promise. Kiwanians rose to the challenge and donated \$334.00 which was matched by Westland Mall.

The following year Darl Heffelbower, general manager at Mason & Hanger - Silas Mason, was the speaker. When Fairborne rose to promise a match, Heffelbower matched the match! That initiated a relationship that is continued to this day by successor American Ordinance, as a faithful corporate sponsor.

As a result of Helen Cone's nomination, the program received "The Governor's Community Service Award" from Tom Vilsack in 2000.

Many evolutions have taken place. Coats were added to the mix in 1993, became the predominant item and helped give the program the "Boots & Coats for Tots" name. Outside contributors including GE, Mississippi Valley Regional Blood Center, and a bikers club opted in for at least one season. The program became a benefactor of memorials honoring deceased members. Winegard joined in 2000 and has become the largest single contributor. Annual donations have grown to more than \$2,000 over the last twenty years. Each year's contributions are set aside enabling us to buy early, taking advantage of Thanksgiving sales. We now deliver clothing before the bitter cold.



In 2008, during a brain-storming session, committee members Jim Corder, Lynn Egan, Karen Erickson, Brandon Kipp, Kara Roberts, Ruth Ann Sandrock, Michele Schnicker and Michelle Williams decided to seek direct orders from school teachers of Head-Start, Kindergarten and Pre-Schools. This focused us on our primary target age group (birth to 5) and ensured that the most worthy children were being served.

We've received many accolades about our program through the years but none sweeter than those large, colorful, hand-painted thank you cards made by small, excited children. Or the little girl who proceeded up the basement steps chanting "thank you, thank you" on each step!

Kiwanis Quick Tips

Do I have to pay if I bring a Guest or a Prospective Member?

If you bring a prospective member, the club picks up the tab for their lunch. There is no cost to you for the meal.

If you bring a guest to Kiwanis, there is a fee of \$10 for lunch that you will need to pay when you sign in.

I have photos of Kiwanis projects, what should I do with them?

If you have them in digital format, email them to Kay Sackville Breuer for use in the newsletter. kaybreuer@mchsi.com

If you have them printed out or can print them out, give them to Lois Blythe for use in the Kiwanis scrapbook.



PO Box 15
Burlington, IA 52601



November, 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Board Meeting 5 pm, The Drake	2	3 Kiwanis Meeting Noon, Comfort Suites United Way	4	5
6	7	8	9	10 Birthday Table Kiwanis Meeting Noon, Comfort Suites US Foreign Service	11	12
13	14	15 Board Meeting 12 pm, The Drake	16	17 Kiwanis Meeting Noon, Comfort Suites Feather Party/BINGO	18	19 Santa Photos Fun City 10 am - 9 pm
20	21	22	23	24 Happy Thanksgiving No Kiwanis Meeting	25 Santa Photos Fun City 10 am - 9 pm	26 Santa Photos Fun City 10 am - 9 pm
27	28	29	30			