



Kiwanis[®]
PENNSYLVANIA DISTRICT

2022 Virtual Midyear Education Conference

February 19, 2022 9:00 AM - 1:30 PM

Register at www.pakiwanis.org

Cost: \$20

\$25 after Feb 17 11 pm EST

Special gift with every registration!

Keynote Speakers Announced!



Michael Crom

Former Executive Vice President for Dale Carnegie & Associates and Co-Author of *"The Leader in You: How to Win Friends, Influence People and Succeed in a Changing World."*

Winn Claybaugh

Author of *"Be Nice (Or Else!)"* and Dean and Co-Founder of Paul Mitchell Schools. Touted as "one of the best motivational speakers in the country" according to CNN's Larry King!



Early Registration open until Feb 17 at 11 pm EST



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2022 Virtual Midyear Education Conference Schedule

*Updated January 7, 2022
Schedule subject to change*

9:00 AM

Opening Session

- Kiwanis, Circle K and Key Club Governor Remarks
- Dan Leivold, International Trustee
- Peter Mancuso, International President
- Keynote: Michael Crom

9:55 AM – 12:00 PM

Educational Forums

- Nine 40 minute forums including:
 - Unconscious Bias
 - Free Club Websites
 - Preventing Burnout
 - ABCs for Clubs
 - PA Foundation: Grants/Scholarships
 - Membership Toolbox
 - Food Insecurity
 - Mental Wellness
 - Administrative Updates

12:00 PM – 1:00 PM

Closing Session

- Kiwanis Governor Closing Remarks
- Erie District Convention
- District Special Announcements
- Signature Project Awards
- Keynote Address: Winn Claybaugh
- Art Riley, International Immediate Past President

1:00 PM – 1:30 PM

BONUS Breakouts

- Join open discussions around Leadership, Kiwanis in the Current World, Membership, Service during the Surge and much more!



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2022 Virtual Midyear Education Conference Registration Form

February 19, 2022, 9:00 AM – 1:30 PM via Zoom

First Name: _____ **Last Name:** _____

Club Name: _____

Primary Role: (select one) ☐ Kiwanian ☐ K-Kids/Builders Club Member ☐ Key Club Member
☐ Circle K Member ☐ Aktion Club Member ☐ Other: _____

Mailing Address:

Street Address: _____

Address Line 2: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Email Address: Please enter a VALID email to receive Midyear Zoom Meeting Links and access to a special registration gift.

☐ As thank you for registering for the 2022 Virtual Midyear Education Conference, each registered attendee will receive a **\$5 Gift Card to the Kiwanis Store** to be used for any item of your choice. **If you do not want this gift, please check this box.**

Registration Fee: (Select one)

<input type="checkbox"/>	Early Attendee Registration (Before Feb 17 at 11:00 pm EST)	\$20.00
<input type="checkbox"/>	Late Attendee Registration (After Feb 17 at 11:00 pm EST)	\$25.00
<input type="checkbox"/>	Service Leadership Program Attendee (Includes active K-Kids, Builders, Key Club, Circle K and Aktion Club members.)	\$10.00

TOTAL: _____

Payment Type: ☐ Credit Card ☐ Check (payable to Kiwanis)
☐ Venmo (@pakiwanis) ☐ Paypal (ketkiwanis@aol.com)

Credit Card Information:

Credit Card Number _____

Cardholder Name _____

Expiration Date _____ CID Code: _____

All completed forms can be emailed to Kevin@pakiwanis.org or mailed to the **PA Kiwanis District Office, 125 North Enola Drive, Suite 206, Enola, PA 17025 by Feb 17, 2022.** Any questions can be directed to 717-540-9300.



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2022 Virtual Midyear Education Conference Information

You will receive a unique encrypted personalized Zoom link via your registered email address within 3-5 days from the receipt of payment and registration.

PAYMENTS:

If you selected Venmo, PayPal or Check as your payment method, a Zoom link will be sent AFTER payment has been confirmed.

- PayPal (ketkiwanis@aol.com)
- Venmo (@PAKiwanis)
- Check - Please make payable to KIWANIS and mail to:
PA District Office at: 125 North Enola Drive Suite 206
Enola, PA 17025

Please direct all questions to Kevin Thomas, Executive Director at the District Office at 717-540-9300 or email at kevin@pakiwanis.org.

ZOOM CLIENT FAQs:

- For security purposes, the Zoom meeting link will only allow **ONE DEVICE** at a time to connect during the meeting and the link cannot be forwarded.
 - An attendee can transfer from one device to another. (eg. From phone to ipad)
- **Breakout Rooms**, a feature of Zoom, will be heavily utilized during our Virtual Midyear Education Conference, therefore we strongly recommend attendees install Zoom client version 5.2 or higher on your device to have an enjoyable experience.
- Download the latest Zoom Client at:
<https://zoom.us/download>



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2022 Virtual Midyear Education Conference Opening Session Keynote Speaker

Michael Crom

former Executive Vice President,
for Dale Carnegie and Associates
and co-author of "The Leader in
You: How to Win Friends, Influence
People and Succeed in a Changing
World"



You Too Can Make a Difference in This World!

Michael retired from a 35-year career at Dale Carnegie & Associates. He served most recently as Chief Learning Officer and Executive Vice President for Dale Carnegie & Associates, Inc., where he was responsible for product and trainer development, and was a member of the senior management team and continues to serve as a member of their board of directors.

In 2003, Michael co-authored with J. Oliver Crom "*The Sales Advantage*" (Simon & Schuster) and co-authored with Stuart R. Levine, "*The Leader in You: How to Win Friends, Influence People and Succeed in a Changing World*" with Stuart R. Levine (Simon & Schuster). He also wrote for many years a nationally syndicated column for Gannett Newspapers on leadership called "Carnegie Coach".

Michael has served on several Board of Directors' including the Live Oak Performing Arts Center in Bluffton, SC, Hampton Lake Community Association, including their Past Chariman of the Board Nominating Committee. He has also served as Chairman of the Board for the Solid Rock Ministry and LifePoint Church, both in Huntington, NY, Long Island Citizens For Family Values, and the Accrediting Council for Continuing Education & Training (ACCET) and continues to serve as Chair of the Appeals Panel. Michael facilitates the Financial Peace University and has graduated twelve classes since 2016. He also teaches a program called "Passport to Manhood" at the Bluffton Boy's and Girl's Club.

A native of Alliance, NE, Mr. Crom received a B.A. degree in International Business from Lafayette College in Easton, PA. Michael and his wife Nancy, live in Bluffton, SC. They have two wonderful adult children Nicole and Alex. Nicole is working for Sapient Consulting and has the National Cancer Institute as her client. Alex is working as a marine biologist for Alaska Observers Inc (a sub-contractor to NOAA) and is currently deployed in the Bering Sea in Alaskan waters.



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2022 Virtual Midyear Education Conference Closing Session Keynote Speaker



Winn Claybaugh

**author of "Be Nice (Or Else!)" and
founder and co-owner of Paul
Mitchell's school division**

Winn Claybaugh is the author of *Be Nice (Or Else!)* and "one of the best motivational speakers in the country," according to CNN's Larry King, who wrote the foreword for the book. A business owner for over 38 years with over 16,000 people in his organization, Winn is the founder and co-owner of hair care giant Paul Mitchell's school division, with more than 100 locations throughout the United States. The young company was ranked three years in a row (2006–2008) in the top 10 of Franchise Times magazine's Fast 55, a ranking of the fastest growing young franchises, and has repeatedly ranked in the Top 50 and earned Best in Category in Franchise Business Review's Franchisee Satisfaction Awards.

Winn travels extensively as an educator and consultant, inspiring audiences ranging from housewives and college students to CEOs. He has been the National Motivational Expert for Paul Mitchell, and a speaker at the 2017 California Women's Conference. He has helped thousands of businesses build their brands and create successful working cultures; his clients include Southwest Airlines, the Irvine Company, Vidal Sassoon, Entertainment Tonight, Mattel, and For Rent magazine, among others.

From 2004 to 2020, Winn and the Paul Mitchell Schools raised over \$22 million for multiple charitable organizations, including Leeza's Care Connection, Children's Miracle Network Hospitals, Larry King Cardiac Foundation, Fran Drescher's Cancer Schmancer, Dolly Parton's Imagination Library, Gary Sinise Foundation, Magic Johnson Foundation, Morris Animal Foundation, Habitat for Humanity, Food 4 Africa, Boys & Girls Clubs, hurricane and wildfire relief, AIDS causes, breast cancer causes, City of Hope, American Cancer Society, and many more. For his leadership of the Paul Mitchell Schools' annual FUNraising campaign, Winn has been honored with Friendly House's Humanitarian of the Year award, Thirst Project's Vision Award, the Coalition to Abolish Slavery and Trafficking's (Cast) Visionary Leadership Award, and No Limits' Ambassador and Champion of Children awards.



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2022 Virtual Midyear Education Conference Forums



Inclusive Leadership in the Workplace and Community

David Bubas, Senior Director, UPMC Center for Engagement and Inclusion

This learning forum is designed to improve community and workplace interactions through increasing understanding of the role identity and bias has on impacting experience, enhancing knowledge of identity and intersectionality, and learning best practices for inclusive leadership.

How to build a FREE Club Website

Kevin Murphy, Webmaster, Wyoming Area Club

In today's world, it's VITAL that your club has a presence on the web. Learn how to build and maintain a free website provided to you by Kiwanis International, how to create a custom domain name and see the benefits of using the Kiwanis provided templates vs. building from scratch!



Preventing Membership Burnout

Chris Martz, Director of KI Global Membership and Engagement

How many hats do you wear in your club? How many would you like to shed? This workshop will share advice on how to create an organizational strategy, a collaborative environment, and eventually a succession plan for committee chairs, service project planners, and fundraising event organizers.

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ABC's of Clubs While We Surge

*Emily Saalfrank, Kiwanis International Area Director,
North America 1*

GROWTH Building Blocks for Success Every Kiwanis club should have the same foundation for success - the love of serving children in their communities and around the world. Learn what the building blocks for success are and how to build on those blocks once you have a firm foundation. We will discuss how to pivot our club during the omicron surge.

Membership Toolbox

*Matt Wise, PA District Membership Chair and Key
Leader Administrator*

Does your club need a tune-up? Covid-19 has brought many things to light for all of us and as we continue to serve our communities, join us to learn how to use existing (and some new) tools and resources that will bring in members to your club, expand your reach in the community, and provide additional value to your existing members. Gear up, we will get into the nitty gritty!



Foundation Grants and Scholarships

*Emily Reed, Chair, Children and Youth Services / Young
Children Priority One*

Do you want FREE money?! Join us to understand how PA Kiwanis Foundation can support your club projects through grants! Scholarships for our service leadership programs show how we can support our students to succeed!

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PA Facing Food Insecurity

Mel Curtis, Director of Anti Hunger Programs, YMCA of Centre County and Phillisburg Club member

Kids just want to be a part of something. They want to be accepted. They want to know there is going to be food there for them the next day, and the current pandemic has impacted many families more than ever before. We want to make sure if a child goes to bed at night, they're not hungry. We will discuss the issues of food insecurities and what and why we have food deserts.

Mental Wellness: Rewire the Brain for Happiness

Lisa Pyron, KI Service Leadership Program Development Specialist

Happiness is a skill set we all can master. When we're happier, we connect with others more authentically, we sleep better, we learn better, we're more efficient and we're more compassionate and kinder toward self and others. Attendees will participate in activities that help in recognizing the stress response and how to slow and stop this response with calming Mindfulness techniques.



Administrative Updates

Kevin Thomas, Executive Director, PA District

Learn about all the updates, changes, and information you need to keep your club informed, engaged, and running efficiently. If you're a Club Secretary or President, this forum will help answer all your administrative questions.

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