

Read Across Pennsylvania



Kiwanis members participated in READ ACROSS PENNSYLVANIA during the week of March 13.



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Registration Info

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Kiwanis International Defining Statement

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

The Keystone Kiwanian

Editor Linda L. Eberly
Norlanco-Rheems

DISCLAIMER: The Keystone Kiwanian is the official publication of the Pennsylvania District of Kiwanis International. This publication is supported by district dues.

All members are encouraged to submit articles and photos. They may be edited for length and clarity.

Please submit articles and photos or questions to District Editor Linda Eberly at keystonekiwanian@pakiwanis.org OR eberlydesigns@comcast.net

2022 DEADLINES
June Issue - May. 16
Sept. Issue - Aug. 15
Dec. Issue - Nov. 14

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2021-2022 Lt. Governors & Club list
pakiwanis.org/clublist


2021-2022 District Chairs
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2021-2022 Service Leadership Administrators
pakiwanis.org/serviceleaderadmins

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Governor SPOTLIGHT

BY SARAH ZULUETA, 2021-22 PENNSYLVANIA DISTRICT GOVERNOR

How to Slay an Elephant

What is Kiwanis? Simple question, but for some reason the answer eludes many community leaders. What is your club known for in the community? Another simple question that some clubs have difficulty answering. How can this be? Why is Kiwanis not widely known in our community? **Kiwanis is the best-kept secret in many communities that we need to share. SPILL IT!**

We know clubs are still struggling to grow and thrive in our communities partially due to the pandemic but there are more challenges or “elephants in the room” that were impacting our visibility and effectiveness in the community even pre-pandemic. In real estate, any realtor will tell you it’s all about curb appeal and the importance of “fixing your house” to sell. Think about how we can make our clubs more attractive for prospects, AND our existing members to want to stay and “NOT SELL”.

Many of the challenges often come from within the club, so how do we overcome these challenges to strengthen our mission and serve our communities in meaningful ways? The answer—don’t be afraid to address the elephants in the room—yes plural!

Let’s slay those larger elephants in the room one by one...

ELEPHANT 1: LACK OF “IMPACT PLAYERS”

Liz Wiseman author of a book called "Impact Players" released in Nov 2021, writes that impact players are those people who actively seek to fill the needs of an organization. They don't wait around to be asked to serve. They instinctively see a need and try to make a positive impact for the organization. These impact players are not only the movers and shakers of your club but also are strategic thinkers and planners. They see a need and step up to the challenge to improve the club’s brand and contribute to the club’s longevity without hesitation or drama.

We have many “Impact Players” in our District that do step up in their clubs, community, division, and district. We need more of you to move us forward in innovative and thoughtful ways that set us apart from the rest and impact even more families and children. Who doesn’t want to be with the movers and the shakers?



Governor Spotlight continued on page 4

Governor SPOTLIGHT continued

How do we get there? We need to make our purpose known, remind club members of their WHY – WHY did they join Kiwanis and WHY do they stay, and we each need to bring more compassion and positivity into our meetings, events, and service projects. We need to attract these impact players through relevant service, fun and welcoming inclusive environments. To retain these impact players, clubs need to define clear roles, responsibilities, and expectations so one person is not carrying the entire load.

ELEPHANT 2: APATHY

Are you in a club where only a few members attend meetings, volunteer, and accept leadership positions? According to the Pareto principle, 20% of your members probably do 80% of

"We have always done it that way."

"We tried that before and it didn't work."

"It is working so we do not need to change anything."

"Keith is always the chair, so we don't need to step up."

the work. Any of this sound familiar?! Apathy may be a key contributor! Apathy is defined as the lack of interest, enthusiasm, or concern for your organization. Phrases like "We have always done it that way", "We tried that before and it didn't work" and "It is working so we do

not need to change anything" only contributes to the rise in apathy that does not foster a positive club experience. As a result, many key impact players leave Kiwanis.

How do you flip the script on this? Here are a few suggestions:

- **Spice It Up!** Spicing things up a bit is a good way to break away from apathy. Think about changing meeting frequency, switching up the meeting location to a fun venue or create a new low cost and meaningful service project—see what happens!
- **Invite potential members to service projects not meetings** – Even before prospects officially join Kiwanis, invite them to different service projects so they understand

responsibilities of membership. Imagine if there were more hands of service to the club AND community, what would that look and feel like!? New members can give a club a much-needed shot of energy and opportunity to combat apathy.

- **Connect 1:1**– In the pandemic, feeling connected has been a challenge. Zoom does not give us that personal experience that we as humans crave. Members may not be able to make it to all meetings or events, and we cannot assume that they do not want to be part of Kiwanis. Assign a member to connect with that missing member to simply say they are missed and ask if they need anything. Showing compassion without asking for anything in return is powerful. There may be something personal going on that may require our compassion and understanding. Give them that gift.

ELEPHANT 3: LACK OF FUN

Sign me up for the worst experience ever... said no one ever.

We often get bogged down with the business of running a club that we sometimes forget to have fun. Guilty as charged. People join initially because of our mission and common goals in Kiwanis but people STAY in Kiwanis because of relationships formed with other members. Positive experiences are formed when a member gets that sense of belonging through projects that are relevant and impactful, events that blend social and service together and their time and talents are valued. Celebrate your members in fun ways! Shout out to Della Watson, Past President of the Bald Eagle and Nittany Valleys, for making Kiwanis fun for having an Oscar theme end of year member celebration with Oscar like trophies for deserving members and complete with karaoke. Make it fun!

There is hope...

If we can address the top three challenges facing many clubs as a team, there is a hope that our organization will flourish and grow. I challenge clubs to take on at least one "elephant" and in the words of Mahatma Gandhi "Be the change you wish to see in the world."



IMPORTANT UPCOMING DATES AND EVENTS

PA District Aktion Club Virtual meetings (via Zoom):

- April 20 (Wednesday), 6:30 – 8:30 pm
- July 16 (Saturday), 10:00 am – 12:00 pm

26th Annual PA District Aktion Club District

Convention – Laurel Lodge, Altoona PA

- August 20 (Saturday) 10:00 am – 6:00 pm

Learn Together, Grow Together, Serve Together

Overcoming Complacency

BY MATT WISE | PA DISTRICT MEMBERSHIP COORDINATOR
MATTHEW.J.WISE@OUTLOOK.COM | 570-660-2540

We have all been in uncharted territory lately, and nearly in all aspects of our lives. As Kiwanians, we can no longer afford to be complacent waiting for "this" to change or "that" to get better. We are faced with a decision, and right now is a good time for us to review our Kiwanis life as we know it so that we can continue to **learn together, grow together, and serve together**.

Several years ago, Kiwanis International published their monthly magazine with an ominous black cover, only to be broken with the white writing asking the question "What if Kiwanis didn't exist?" Have you actually considered that? Think about the smiles on the faces of children when they get their free books or win prizes at your event, or when they get their shoes or coats from a drive. What would your community lose if your Kiwanis club didn't exist? Ask that at your next meeting – and say the answers out loud.

I don't bring this up to put our minds in the depth of despair, but I do mention it to encourage action. If we do not make it a priority to ensure Kiwanis Clubs are providing relevant service to our community, then we will be faced with even tougher decisions in the not-too-distant future. Keep in mind, this is not to say that we are not doing anything at all. We are, and will continue to do so. But this conversation should serve as a constant reminder that if we do not keep our relevancy at the forefront of our planning, then our fears might soon be realized.

Kiwanis has developed a "[Post Pandemic Stimulus Plan](#)" that will walk you and your members through opportunities that are available to your club as we emerge from the pandemic. Using this plan as a guide, work as a group to assess your club. Perhaps you can also take time to assess the impact and relevancy of your projects on your community. Learn how to do that, [here](#).

We can also focus on the "[Three Rs](#)" to club strengthening; [Retention, Recruitment, and Relevancy](#)". This provides a wonderful opportunity for the club membership chair to work through several questions and come up with conversation ideas to have at a future meeting. If you don't have a club membership chair, I'd love to talk to you more about that. I like to think of this the other way around, though: Relevancy,

Retention, and Recruitment. If we don't have relevant service in our communities and our members do not feel as if they are adding value, it will be harder for them to stay. And, it will be harder for them to feel the need to share Kiwanis with others.

There is no shame in reviewing, adapting, and even pivoting. Yes, pivoting. I think that might be the "word of the year" for at least two years running. Think of it though, as defined it is to turn. Turn to crazy ideas, ones that you think may not even be normal. Now is the time for us to think in entirely new boxes! As we do this; **we learn together, grow together, and serve together**. There are no wrong answers, either (other than perhaps maintaining the status quo). The more informed we are (**learn together**), the better able (**grow together**) we are to serve our communities (**serve together**). How this looks, exactly, will be very different for every club, community, and member. It is important to keep that in mind.

Many agencies that are serving our communities are experiencing the same challenges and opportunities that are facing Kiwanis today. We have the opportunity **right now** to rediscover some of these agencies and cultivate them into community partners as part of analyzing our impact of service. For example, if a project that we once did is no longer serving its intended purpose, perhaps we can work with a local church, municipal government, or even another service group to reinvent that project to make it relevant today. Performing a [Community Analysis](#) will help to kick start this conversation.

As we start to dig deeper into learning, growing, and serving; please keep this next statement in mind: **We need to stop talking about why we can't, and start finding ways we can**. For each of these reasons, let's break them down and see how we can work to address them, if even a little bit. There are success stories to be had! The plans will work if you want them to. Contact your [regional membership coordinator](#) today if you want to talk through ways in which we can work with your club to make even the smallest, but perhaps the most meaningful, adjustments. Let's stop focusing on what we can't do and focus on what we can. It makes a difference in this world and surely makes a world of difference in the lives of the children we serve.

continued on page 6

KIWANIS CLUB OF Lititz Area

BY BOB CORBIN | LITITZ CLUB

The Kiwanis Club of Lititz Area distributed \$34,000 to local children's charities from proceeds of the 20th annual Kiwanis Lititz Chocolate Walk. This past year's Chocolate Walk raised \$80,000 with 100% of those proceeds distributed to organizations like Lancaster Cleft Palate Clinic and the Lititz Public Library. With fewer than 20 members, the Lititz Club could not have achieved these results without the partnership of Wilbur Chocolate, local chefs, chocolatiers, 120 volunteers, the local retailers who opened their doors for the event, and the 2000 people that purchased tickets. Upcoming Kiwanis Club Events...

- **Lititz Pretzel Fest**

April 30 Lititzpretzelfast.com

- **Kids Free Fun Day** in the Park

May 21



TOP: Pictured in front of the Wilbur Chocolate Store is Mark Freeman, the Kiwanis Club's Chocolate Walk co-chair, and Denise Auker, Wilbur Chocolate store manager presenting a \$20,000 check to David Foulk, Director of Development for Lancaster Cleft Palate Clinic. BOTTOM: Mark Freeman and Denise Auker are presenting a \$14,000 check to the Lititz Public Library's Board Chairman Scott Burkey and Youth Services Director, Karen Payonk.

KIWANIS CLUB OF Stroudsburgs

At their Holiday Dinner on December, the Kiwanis Club of the Stroudsburgs inducted Past Governor Bill Brandamore into their club, giving them the distinction of having three Past International Governors on their roster. It was a memorable ceremony as Bill's sponsor Past Governor Mike Frailey presented him with his "new member" pin and current Governor Sarah Zulueta presented Bill with his New Member Certificate.



Pictured here are Club President Steve Gandley (Past NJ Governor 2001-2002), Bill Brandamore (Past PA Governor 2004-2005), Governor Sarah Zulueta and Mike Frailey (Past PA Governor 2005-2006).

Learn Together, Grow Together, Serve Together continued

My challenge to you is: review these exercises; truthfully answer the question, "How can we make this work?"; and then make it happen for your next meeting. IT CAN BE DONE. Governor Sarah and her team, as well as the District Membership Committee, stand committed to helping our **clubs learn together, grow together, and serve together** in impactful and relevant ways this year. Please do not hesitate to reach out if we can assist you, or even if you just want to talk through issues your club is facing. We have buckets full of tools and resources that we can use as a guide to stimulate your club in ways you've never even imagined. Now is the time!

KIWANIS CLUB OF Hanover

BY MARY ANN ROBINSON, PRESIDENT

To celebrate 100 years of our club's service to the community and the fact that our Kiwanis Club is the oldest service organization in Hanover, we needed a project worthy of this milestone. For two years, the members of the Anniversary Team had been meeting, planning and working together to make the night of November 4, 2021, a special celebration of 100 years of our club's service to our community and the needs of children around the world. Our signature project for this year was the building of a picnic pavilion at Moul Field in Hanover.



The pavilion is a 30x40' pole structure was built on a concrete slab located in a community park owned by the school district. Through the generosity of donors we acquired eight handicapped accessible picnic tables. The Borough donated electrical hook-ups and dawn-to-dusk lighting and donated approximately \$5,000 in labor costs. Additional funds were received from various donors of Kiwanians and local businesses. The names of these donors were engraved on brass plaques on the tables and on pavers bricks that lead up to the structure. These bricks make the pavilion handicapped accessible from the street.

KIWANIS CLUB OF Edinboro

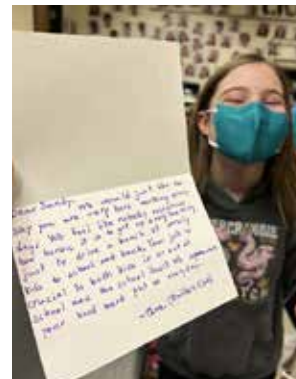
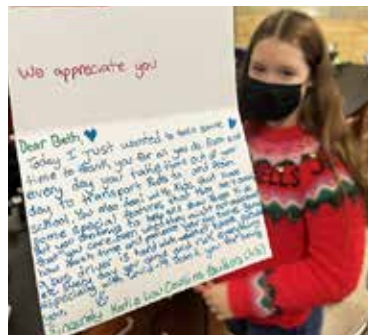
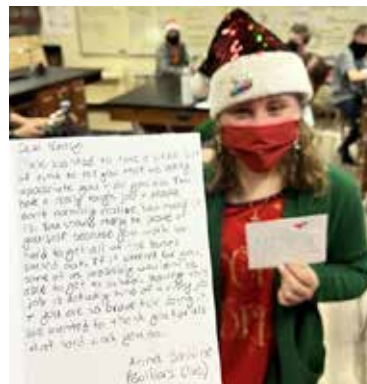
BY PATTI LOOMIS, SECRETARY

The James W. Parker Middle School Key Club students embodied their Parker PRIDE as they carried out some of their service project ideas just in time for Christmas.

The 5th and 6th grade Builders Club, with the collaboration of Mrs. Fritts' class, wrote appreciation letters to each bus driver, mechanic, and staff member in the GM transportation center. They also baked over 200 assorted cookies to show their gratitude.

In addition, they surveyed the cafeteria monitors and surprised them with a bag full of their favorite things.

The students truly appreciate these hard-working school employees.



KIWANIS CLUB OF Williamsport

BY SUZETTE MEYER | WILLIAMSPORT CLUB



It's been six years in the making. On September 13, 2021, the Kiwanis Club of Williamsport officially dedicated and opened the Kids United Community Playground at Cochran Primary School. The effort, led by the Kiwanis Club in partnership with the Williamsport Area School District Education Foundation and Rotary Club, raised more than \$500,000 from more than 180 donors over the last three years to bring the project – and dream – to fruition. The new site blends traditional equipment with those that feature accessible ramps for wheelchairs and other assistive devices that provide access to all levels and areas of the playground. It also includes equipment and structures that promote and encourage cognitive and imaginative play, as well as fitness and instrumental activities.

KIWANIS CLUB OF Emmaus

SUBMITTED BY ENOS MARTIN | DIV 17/18 LT. GOVERNOR

The Emmaus Kiwanis Club held a recruitment “Meet and Greet” night at Yergey’s Brewery, a microbrewery in Emmaus in November. The club’s members invited local community residents to come and enjoy a night of comradeship and learn about their local Kiwanis Club and its members. Publicity for the event included the posting of flyers in the local community businesses.

Their efforts were rewarded when a total of 47 guests attended from the Emmaus community and enjoyed the atmosphere and learning about the club’s history. Yergey’s Brewery and several hardworking members provided lovely displays showing off their club and its history. The members also prepared displays on the club’s many service projects which benefit the community. The enthusiasm in the air from all our members helped provided a great atmosphere for the event. These same displays would be used later to celebrate the club’s 70th anniversary at the Brookside Country Club on December 8th.

The hard work bore fruit with the induction of 11 new members into the club at a special induction dinner held at the Superior Restaurant in Emmaus on January 19th. An additional three individuals have submitted their membership applications. This surge in membership has increased their membership by 14 (44%) since October!



GOVERNOR'S PROJECT

Change for Change – Little Free Library

PROJECT DESCRIPTION

Pennsylvania District Change for Change initiative is a fun way for clubs to collect change (loose change or donations) across the District that will make an a "Change" in the lives of children that may not have access to diverse books or learning material.

Pennsylvania to date has raised over \$2,300 in our first quarter!

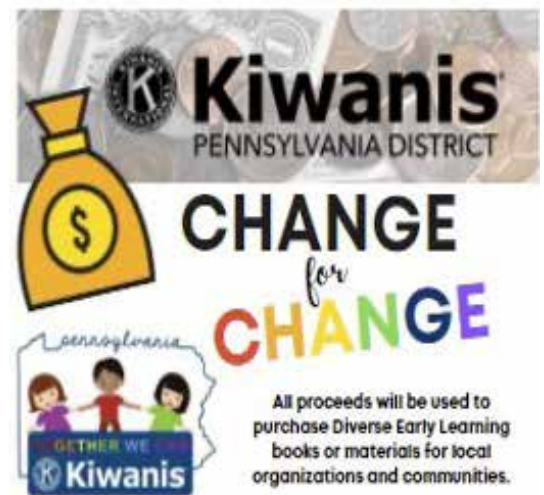
Club or individual donations can be accepted via check (Payable to the PK Foundation), Venmo (@Pakiwanis) or Paypal (KetKiwanis@aol.com). Checks can be mailed to the District Office (125 North Enola Drive, Suite 206 Enola, PA 17025).

Our District Young Children Priority One chair and committee is collaborating with **Little Free Library** non-profit (<https://littlefreelibrary.org/>) to utilize the money raised to purchase little free library structures and fill them with diverse books for select communities in PA that have book deserts, areas where relevant books are not easily accessible to children.



Our goal is to have at least one Kiwanis-branded Little Free Libraries in each of the 7 Pennsylvania Regions if not more. The picture to the left is an example of what the Little Free Libraries look like. They will be Kiwanis blue and have the Kiwanis seal on the side. Each new Little Free Library will come with a set of diverse books appropriate for all children reading levels.

The District Young Children Priority One Committee, led by Emily Reed and Governor Sarah Zulueta, will soon provide more information on the locations of the new Little Free Libraries and how clubs can be involved.



FOUNDATIONALLY SPEAKING

NEWS FROM THE PENNSYLVANIA KIWANIS FOUNDATION

A Note from Foundation President

BY JEFFREY W. ROSE | FOUNDATION PRESIDENT

Wow what can I say? What a great Mid-Year conference.. As always on behalf of the Executive board and the directors of the Pennsylvania Kiwanis foundation, I want to thank you for all you do for Kiwanis. I must say there is a lot of great things happening in Pennsylvania Kiwanis. As we prepare for the rest of the year, I just want to remind everyone that the next round of Grant applications will close on April 1st. 2022. Applications for grants and scholarships can be found on the Pennsylvania Kiwanis Foundation website. info@pkfonline.org

As we move past the Mid-Year conference, I would be remiss not to mention that the Foundation is in need of directors. If you

are interested in becoming a director, please visit our website and fill out an application. As a reminder all Pennsylvania Kiwanians are part of the Foundation.

The Foundation is working alongside the District office to help with communications and setting up an email system that will benefit the entire district. As we prepare for the 2022 District convention you will be hearing more about upcoming events.

In closing I/we want to thank all of the members of the Pennsylvania District for your continued support. Let's hope the rest of the year brings much success to you all as you continue to work in Kiwanis.

KIWANIS CLUB OF Lock haven

WRITTEN BY WAYNE ALLISON | LOCK HAVEN KIWANIS

When Lee Phillips passed away at the age of 94, the sound of his loss reverberated through the club. Having been a member for 63 years, Lee was one of those members that always greeted everyone and made a special effort to welcome prospective members. Even in his golden years, he believed in being involved with all club's community service projects. You could always find him at the club's semiannual spaghetti dinners with his Kiwanis membership shirt and apron walking around the room greeting our guests. To say he was an active member is an understatement. When he passed, the community became aware of just how much he loved his community. Upon his death, Lee's estate was valued at around 4 million dollars which he donated to local charitable organizations. Among the beneficiaries were the United Way of Clinton County and the Clinton County Community Foundation.

Most citizens including the members of our club did not realize the extent of Lee's impact on the community. He lived an unpretentious lifestyle while quietly serving his community. He was content to remain anonymous while reaching out to the many causes that he supported.

In order to keep his memory alive, the club quickly established the **Lee Phillips Community Service Award** to recognize a person, who like Lee, served the community while remaining largely unrecognized for their contributions. With the support of the local newspaper, nominations were solicited and then screened by a committee of club members.

In September at the club's annual picnic, the First Lee Phillips Community Service Award recipient was introduced to the public. It was presented to Ms Joanne Heimer. Joanne, a retired educator, is an active member of several groups that sponsor nationally recognized Trail Running and Hiking



Lee Phillips as a Kiwanis member and a picture from his days in service through the Army.



Members of the Lock Haven club present the Lee Phillips Community Service Award to its first recipient, Joanne Heimer.

competitions in Clinton County. She is actively involved with the year long maintenance and promotion of the trails used in the competitions. The numerous trails that she has helped develop benefit county residents by providing resources for outdoor recreation activities. Joanne also is an active member of the Clinton County Recreation Advisory Committee. Joanne can always be found quietly working behind the scenes doing whatever is necessary to make outdoor recreation opportunities available to the residents and visitors of Clinton County.

Keystone Kiwanian Submissions

When submitting emails with photographs and articles, please include your club name in both the email subject line as well as in the name of the attached photo and article. Placing your club name in the actual name of the attached image or article will prevent errors in attribution. Also, please **include the name and title for the person submitting the article.**

Be sure all images are sent as individual jpg photographs at the largest size possible. Please **do not** embed them in a Word document or send as a pdf.

I will try to include as many photographs as possible; however, I often limit this to two photos in order to be fair to all clubs. If space allows, I will use more photos.

The editor assumes that you have obtained all appropriate permission to use the photographs that you submit.

If an article is submitted that was originally published in your local newspaper, I will attribute it to that newspaper, but may need to edit it for space. I also assume that you have obtained permission from the publication to re-run that article.

Deadlines appear on page 2.

KIWANIS CLUB OF Milton/Warrior run

SUBMITTED BY SHIRLEY MCPHERRIN | LT GOVERNOR 12S
Reprinted from the Standard-Journal / Written by Kevin Mertz

MILTON — When Shirley McPherrin joined the Kiwanis Club of Milton/Warrior Run in 1988, she became the first female club member. Now a member of the club's board of directors, McPherrin said the club had to take a vote to admit her into the membership. "It was not unanimous," she recalled. "They wanted an all-men's group."

A Milton Area School District educator at the time, McPherrin joined the club as she was advisor for the school district's Key Club, which fell under the auspices of Kiwanis.

In its early days, McPherrin said Kiwanis was an all-men's organization. The club's membership has since evolved.

The Kiwanis Club of Milton/Warrior Run — which was originally the Kiwanis Club of Milton — is celebrating its 75th anniversary this year.

When the club was founded in 1947, it had 35 members, who were all men. Today, McPherrin said the club has 38 members. Of those, 27 are women and 11 are men. The club focuses on efforts to benefit children. "A lot of other clubs focus on fundraisers," McPherrin said. "Our club is focused on volunteering."

When the club was founded in 1947, McPherrin said the dues were \$1 per month. Today, the dues are \$10 per month.

The club members are a tight-knit group. "Most of the people join and stay with it," McPherrin said. "It becomes part of your family. We have fun." Karen Fry, a member of the club's board of directors, said there is no pressure to participate in club activities. "I never feel an obligation," she said. "If something is going on, and I can't participate, I am sorry but I never feel I let anyone down."

Among the club's numerous activities, board member Jane Mertz has enjoyed being involved with the laundromat libraries program. "Being a retired teacher, I realize how important it is to read to your children," she said. Through the program, the club received a grant to place 20 to 25 books each in the waiting areas of three local laundromats.

The club has also supported area childcare centers, including painting at one center and placing mulch in the playground area of another.

The list of community initiatives which club members have volunteered with is lengthy and includes: Mulching with Boy Scouts at Milton's Veterans Memorial Park; the Milton Model Train Museum; National Night Out; Breast Cancer Awareness Day; Kids Around the World; Panther Packs; Milton Public Library cleanup; and the Milton Beer Fest.

The club has organized a Daddy/Daughter Dance and Mother/Son Bingo.

Mertz noted that some club activities and volunteer opportunities have not occurred over the last two years due to the COVID-19 pandemic. However, she noted that the club will be resuming its Daddy/Daughter Dance when it can, as the event was popular.

Each fall, the club hosts a used book sale. "We sell them for donations," Fry said. "That has become a large fundraiser. People are generous."



PUBLIC RELATIONS UPDATE

BY JENNIFER VARE | PA KIWANIS PUBLIC RELATIONS CHAIR 2021-2022
JEN@PAKIWANIS.ORG

A club needs solid public relations to foster growth and success in all initiatives. So how do you do that? Start thinking about your club's priorities: to build membership, create more hands of service and increase attendance at your community events. By enhancing your image and visibility in the community you can achieve those goals. At a meeting, have your club members share their opinion about what they feel is the current image of the club in the community. Where do your community members get that opinion? Ask club members to ask their family and friends to give their opinions on your club as well. You can use these answers to determine how others view your club in comparison to how you view your club.

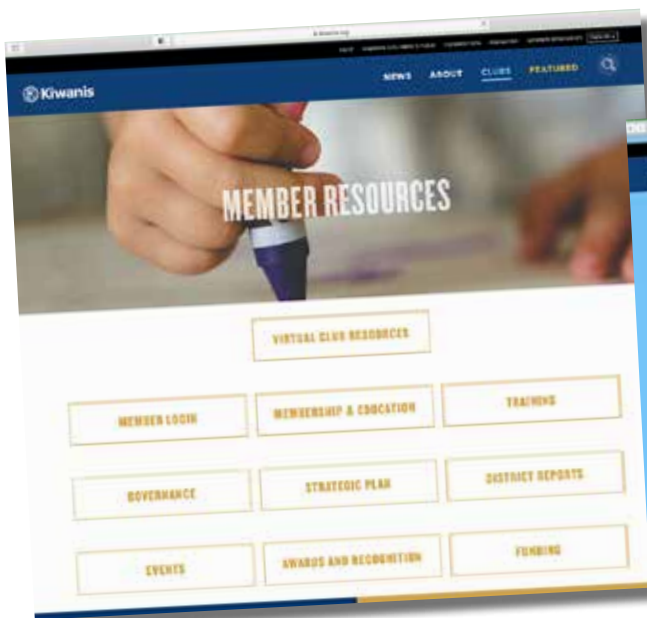
You have a tremendous number of tools at your disposal, so you do not have to spend a lot of money to promote your club

effectively. Going to kiwanis.org you will find all about the brand campaign materials to help in every PR angle you choose. Gone are the days where a single brochure was enough to effectively promote your club and its activities. Consider promoting your club and its activities on the local television channel, radio, or newspaper. Use your website and social media channels to target a wide audience. Have two sets of email lists: your internal club communications and a list for partners & people you meet at events. Make sure you send good news, invitations, and opportunities to the partner email list. As a club that is constantly giving back to the community, you and your members often work with numerous businesses and organizations. Ask if they would consider acknowledging your club on their website, Facebook page or newsletter. The more that people are aware of your club, the more inclined they are to participate in future events and meetings.

The simplest ideas can become effective PR practices that can be integrated into your club processes and annual goals. Use the Kiwanis mission and vision to define your club. These pre-made effective statements and photos can maximize our brand, which is your club, because prospective

members will have something to remember you by. Your promotional materials, including your website should reflect your club's diversity and character. Your promotional materials and website ultimately define your club's persona and character, so go ahead, be creative, just be sure you are using the correct logos.

To improve your club's public relations, think of your club as a business. You're dealing with a brand and how you promote the brand is up to you. Our committee is here to help review materials, create materials, and coach you along the way. Please reach out at any time.



Introducing Your North America Area 1 Club Excellence Team



Matt Wise
Specializing in:
Goal setting
Self-assessment
Service opportunities



Brenda Leigh Johnson
Specializing in:
Leadership Development
Strategic Plans
Using ACE tools



Delores Lewis
Specializing in:
Membership Recruitment
Membership Retention
Mentoring



Lori Stillwell
Specializing in:
Fundraising
Leadership Development
Membership Recruitment



Jason Miller
Specializing in:
Community Service
Leadership Development
Mentoring



*"Please reach out to your District Membership Coordinator to be connected with one of these all-star coaches who will remotely assist your club in the area that help is needed."
-Jim Janosik, 2021-22 North America Area 1 Club Excellence Area Coordinator*

2021-22 Kiwanis District Calendar of Events

(subject to change)

DATE	EVENT	LOCATION
April 1-3, 2022	Key Club Convention	Penn Stater Hotel State College, PA
April 23, 2022	District Board Meeting	Trails & Tree Environment Center Mechanicsburg
April 22-24, 2022	Key Leader	Camp Conrad Weiser
July 23, 2022	District Board Meeting	Zoom
August 11-14, 2022	105th Kiwanis District Convention	Sheraton & Courtyard Erie Bayfront Convention Center Erie, PA

DISTRICT SPRING FLING

Spring Fling, held March 5 in Dillsburg—was a fundraising party for Kiwanis members to gather together for a night of fellowship, food and "fun"draising. Included in the evening were some amazing raffles, giveaways and the ever popular Heads and Tails fundraiser!



KEY LEADER[®]

April 22-24, 2022 | Camp Conrad Weiser

About

Key Leader is designed to inspire young people to achieve their personal best through leadership. Key Leader Camp is a three-day event where students learn from communication and leadership skills through a series of group events, small breakout groups, and a ropes challenge course. The program is centered around the five key principles: Personal Integrity, Personal Growth, Respect, Building Community, and Pursuit of Excellence.

Who

Any students ages 14 to 18.

When

April 22-24, 2022

Students will arrive for registration from 4:00pm to 6:00pm on Friday and depart at 11:30am on Sunday.

Where

Camp Conrad Weiser (South Mountains YMCA Camps), 201 Cushion Peak Road, Reinholds, PA 19565

Cost

\$150 for the weekend (\$225 less a \$75 PA Kiwanis Foundation Scholarship (automatically applied). This includes all materials, food, and lodging upon arrival.

Registration is NOW OPEN

www.pakiwanis.org

Click on “Key Leader” on the front page.
Space is limited.