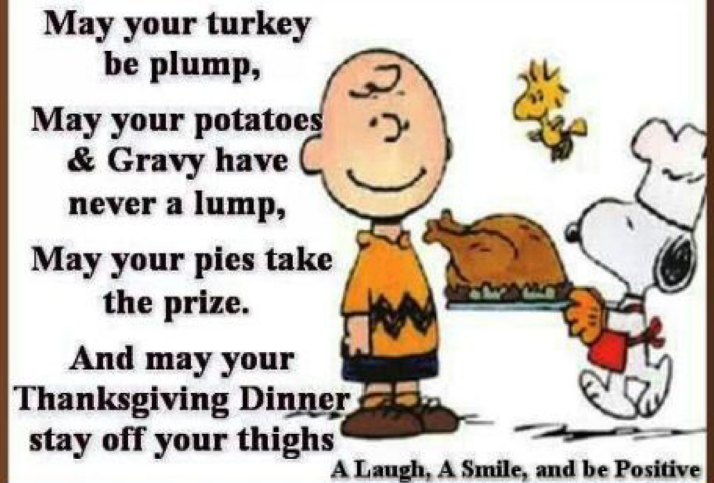


Newsletter Kiwanis Club of EOT

November 2021

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November eclub Eye of Tiger Birthdays:

George Delisle	November 2	Tommy Mills	November 10
Kelly Pena	November 3	Gary Levine	November 21
Laura Gilliland	November 5	Eva Abate	November 5
Nanette Clark	November 7		

Secretary's Update with Alan Guire

Jim Rochford is recovering from surgery. If you want to check up on his progress, go to this site:

<https://www.caringbridge.org/visit/jimrochford>.

According to Alan, these are the latest worldwide Kiwanis stats for this past pandemic year. Although we are not out of the woods yet, life does appear to be going back to normal. However, we have a lot of work ahead of us! We currently have **173,150** members. We lost **10,609** members, which is nearly a **6%** loss. Two hundred forty-three (**243**) clubs opened, and **369** clubs closed.

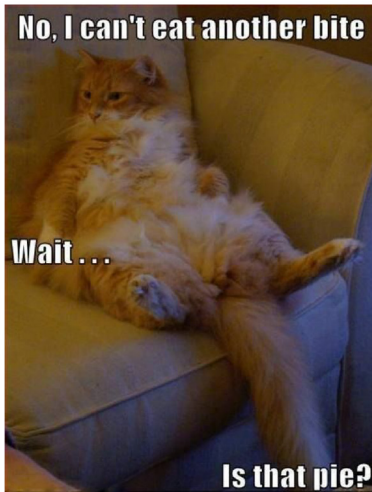
This membership decline underlines the importance of this club and its mission. Our club is starting its Kiwanis administrative year with 70 members. Share our message to as many people as you can to grow this club to strengthen our membership across the world. ***Kiwanis needs us!***



Jim's Gems

(Since Jim Rochford was recovering from surgery, Gary Levine brought out one of Jim's old recordings from the vault. This information is still relevant today!)

Building new clubs and boosting up new clubs are equally as important! A few years ago, we had The Formula system that cut the loss of membership in existing clubs in half. There is a difference between building new clubs and working with existing clubs. Building a new club requires a sense of urgency because a new club needs a particular number of members to charter. On the other hand, if someone is considering joining an existing club, the club won't fold if an individual doesn't join – people may feel they have more time to think about it before they make any decisions.



So how do you increase Kiwanis membership?

- 1. Reach out to Key Club parents.** Hold a social event and invite Key Clubbers to talk about their clubs' successes and how they have impacted their communities. When the parents see how much the Key Clubs have affected their communities, they will get excited and want to know more. They will also observe how the Kiwanis and Key Clubs interact – who would not want to be a part of all this? Bring in an excellent closer to convince people to be part of a Kiwanis club.
- 2. The old "steak and beans" challenge** is a fun way to bolster membership. Sponsors and their new members will get steak dinners. Everyone else will get the regular meal.
- 3. Don't forget the 600-pound gorilla.** First, procure a gigantic stuffed gorilla and see who gets to take it home. Then, pull a random name out of a hat – if that person has not brought a guest or a prospective new member to a meeting, they get to bring the gorilla home with them until they either invite a new guest to a meeting or recruit a new member.

Don't miss our future meetings for more of Jim's Gems.

GUEST SPEAKER GARY LEVINE with CYNTHIA BLACKMAN – *The Way Forward*

Gary Levine, past president of our club, provided a snapshot of the Eastern Caribbean and Canada District's incentives to obtain new members. They got creative, and it's working! As of October 2021, the Eastern Caribbean and Canada District (ECC) has 283 clubs with 7,630 members, with 1,352 members added during the past year. On average, the district loses 855 members per year; however, it lost only 807 members this past year. Twenty-six new clubs opened in the Caribbean, while two new clubs opened in Canada.

Building new clubs and strengthening existing ones are equally important; therefore, the ECC has implemented a unique incentive program to continue where Kiwanis International (KI) had left off. KI had a great idea; during the first and second quarters of 2021, it waived its new member fee. In addition, ECC waived its new member fee and only charged a \$25 fee which stayed with the local club. However, once the second quarter ended, KI stopped its incentives. As a result, new club openings virtually stopped except for the ECC, which continued the incentive through the rest of the year – the ECC picked up all new member fees and built clubs during the third and fourth quarters.

How successful was this program? Some may argue that because new Kiwanis members joined for almost nothing, they were more apt to leave once they had to pay again.



Here are the numbers:

79 members left (joined and left in the same year)

13% of the new members did not re-up

87% of the new members renewed and stayed

What does that tell you?

If you give members a good, inspiring, motivating club experience, you'll have a Kiwanian for life!

New Club Incentive Program for ECC District

- The district will pick up all prorated charter member fees
- Budgeted for up to 8 blitzes

Existing Canadian Clubs :Kiwanis Foundation of Canada will pay \$100 for every new member brought into an existing club. The Caribbean is tearing it up and opening new clubs, also! **So what is fueling the excitement?**

Expert club builder, Cynthia Blackman, shared her ideas with us:

- v Target former Kiwanians
- v Target friends and family to hit that goal of 15 members
- v Set a firm date as a deadline to make it happen (for example, two weeks) – in other words, create urgency
- v Focus on member experience (where have we heard this before?)
- v Kiwanis branding is key
- v Work on establishing a partnership with the media

A Phoenix Rises from the Ashes

A volcano erupted in St. Vincent's in April of this year which created significant damage. As residents required aid, Kiwanians stepped in to help the community in need. People saw what the Kiwanis clubs were doing, and that gave them the impetus to open clubs of their own as they worked to rebuild their country.

St. Vincent's has two new clubs – all because people saw the difference Kiwanis can make in the lives of others. The phones were ringing off the hook as people called and asked about Kiwanis and how to join.

People want to help, and they want to engage. So give them a member experience that they will never forget!

2021-2022 Officers and Directors

President -- Joe Meyer
 President-Elect -- Jim Rochford
 Secretary -- Alan Guire
 Asst. Secretary -- Melissa Guire
 Treasurer -- Bill Seeman
 Immediate Past President -- Dr. Bob Larson
 Sage: Dr. Barb Thompson

Board of Directors:
 Gary Levine -- 2022
 Armand St. Raymond -- 2022
 Dr. Mary Jo Brubaker -- 2023
 Kendra Morris -- 2023
 Laura Gilliland -- 2024
 Chuck Gugliuzza -- 2024



Members Spotlight

Cynthia Blackman

Cynthia hails from Barbados and is a member of the Eastern Canada and Caribbean District of Kiwanis. She has been a Kiwanian for 21 years and has won many awards for her district, division, and herself. Her husband is also a Kiwanian, and they have a 14-year-old son. She is an immediate past lieutenant governor of her district and was sponsored into our club by Dr. Valerie Brown-Klingelhofer.

Cynthia is a certified club coach and is a member of the Eastern Canada and Caribbean membership committee. In her year as lieutenant governor, she was instrumental in helping her division grow from 308 members and 11 clubs to 458 members and 16 clubs. She is a firm believer in the member experience in Kiwanis, and she compares it to the customer experience in business.

Cynthia is a customer experience manager at the largest life insurance company in Barbados and the southern Caribbean in her professional life. She has also helped compile a comprehensive handbook on living with Alzheimer's disease.

Cynthia has a passion for helping others and believes in being part of the solution. This quote by Heidi Wills fits her perfectly – *"We can choose to be affected by the world, or we can choose to affect the world."*



Angie Burford

Angie is the 2021-2022 governor of the Illinois-Eastern Iowa District of Kiwanis. She was born and raised in Galva, Illinois – a small town of approximately 2700 residents. Although she left briefly to marry and start a family, she found herself back in her hometown, where she currently resides.

She has two grown children as well as three stepchildren who are of high school age. She also has a two-year-old grandson who is the light of her world.

Her professional background was in banking until she retired in 2019. She then worked in a law office part-time until she began her adventure as Kiwanis district governor.

Angie joined Kiwanis in 2004. She served as her club president in 2013-2014 and as lieutenant governor from 2015-2016 and 2019-2020. In 2018, Jim Rochford asked her to join him in chartering new clubs. That year, she became a charter member of a club in her hometown of Galva. The fledgling club opened with 27 members – quite an accomplishment in a town of only 2700 people!

When asked why she joined Kiwanis, she replied, "someone asked me."

Laura Gilliland

Laura was born in Indiana; however, she has called Louisiana her home for 48 years. She served her community for many years as an educator, followed by a career in real estate.

On December 7, 2009, she joined Kiwanis after an appraiser invited her to her first meeting. After becoming a member of the Red Stick Kiwanis, she became a board member and soon became president of the club. She received many awards, including Kiwanian of the Year and Kiwanian of the Decade.

She served as distinguished lieutenant governor in division 8E and served a second year as lieutenant governor in division 8W.

Laura is a member of three Kiwanis clubs, including Eye of the Tiger eKiwanis, where she started her first year as a board member. Our current International Kiwanis President, Peter Mancuso, assigned her to the Club Excellence Committee, where she just began to serve.

She is proud to be a Walter Zeller Fellow at the diamond level and has received many other accolades.

During the pandemic, she helped open four new Kiwanis clubs and increased membership. As a result, she received the Member Recruitment Award Circle of Honor. She also served as Barb Thompson's campaign manager when she ran for international office.

Laura is proud to be a Kiwanian and eager to help grow our membership!

