

Newsletter Kiwanis Club of Eye of the Tiger

March 2023

Newsletter EOT

Issue #17

Pg 1 of 8



The Rochford Files



President Jim Rochford

Seven members of the EOT participated in two new clubs being opened in the IL-Eastern Iowa District the first week of February. Both new clubs had good sponsoring clubs and coaches. Both sponsoring clubs were active out in the field on the new club effort. We totally secured over 45 new members for these two dynamic new clubs. In addition, another club member was involved in setting appointments on the sites along with three other members who assisted in appointment setting that were on the teams out in the field.

The Tigers are looking to repeat that effort in Missouri-Arkansas on two new clubs the week of April 18. There will be another opening in May, and the granddaddy with our effort involving at least 30 and as many as possible 40 members of our clubs in the greater Minneapolis area before ICON.

The club is living up to its purpose and focus of opening new clubs. We have cutting-edge programs at our meetings. Next month, we will continue that momentum, wherein our speaker will be our own Kendra Skidmore-Morris, the KI staff person over the new club opening department. Kendra is a board member of our club and was a charter member, and she has been a member ever since.

We will have a few member spotlights, updates on a few of our committees, and our traditional birthday recognition and unique celebration by Gary Levine.

Please make sure that you notify Kuan Yong if you want to be part of the club opening efforts in Minneapolis before the convention. It was great last year when we opened two new clubs and will be even more impactful this year when we open at least three and perhaps four new clubs in two days! The names of those involved in the Chicago effort were as follows: Joe Meyer, Dr. Jay Hubbard, Kendra Skidmore-Morris, Laura Gilliland, Tom Willis, Barb Thompson, and Jim Rochford.

P.S. Happy St. Patrick's Day!

Jim Rochford, proud to be president of the Eye of the Tiger Club!

Eye of the Tiger, eKiwanis I-I Mission (Why We Exist)
The mission of the Eye of the Tiger eKiwanis, I-I, is to increase membership by opening new Kiwanis clubs throughout the world.

Calendar of Events

March 13th - EOT Board of Directors Meeting

March 16th - EOT Membership Meeting

March 17th - St. Patrick's Day

June 21-24th Minneapolis, Minnesota

**KIWANIS International Convention &
CKI International Convention**

Kiwanis®
CONVENTION 2023
MINNEAPOLIS

Jim's Gems

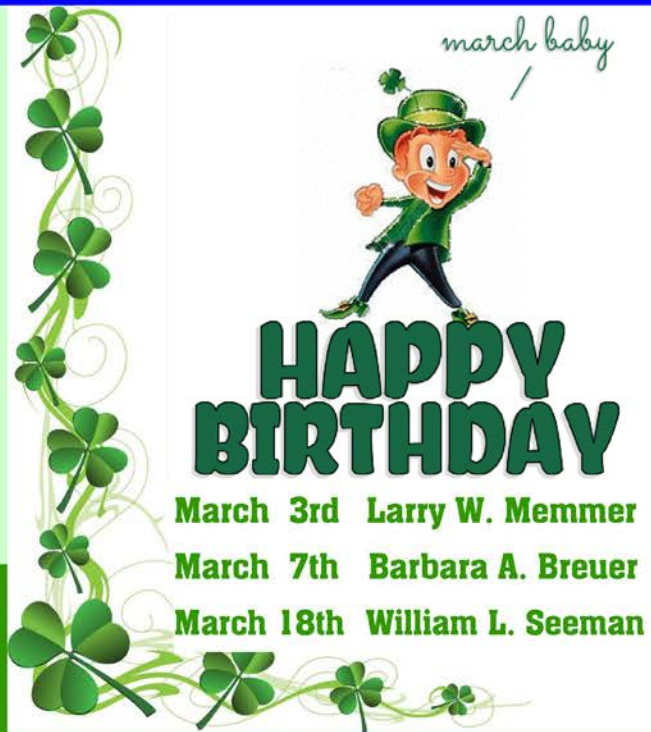
Kiwanis has been gaining momentum to get back to a net increase in membership, and the Tigers are right at the forefront!

Two new clubs opened in the Chicago area with over 50 members in just four days. Eight Tigers were right alongside Jim Rochford, who has committed to be out in the field to help open new clubs.

Opening clubs takes effort – from making appointments, knocking on doors, and closing commitments, the Eye of the Tiger is laser-focused on doing whatever it takes to grow the Kiwanis family.

There are twenty-five exceptional club openers worldwide, and twenty-one of those are Eye of the Tiger members.

Let's work together to stop the bleeding and increase membership!



March BOD

March 13th 8:30 PM EST

Membership Meeting:

March 16th 8:00 PM EST

Melissa Guire will send out Zoom link prior to meeting. If you don't receive an email, contact Melissa Guire
melissaguire1@gmail.com

ALL THE NEWS THAT FITS, WE'LL PRINT

CALLING ALL **TIGERS** – WE WANT TO HEAR YOUR **ROAR!**

WE KNOW THAT YOU HAVE BEEN DOING EXCITING THINGS WITHIN YOUR DIVISIONS AND DISTRICTS, AND WE WANT TO HEAR ABOUT IT.

WE INVITE YOU TO SUBMIT ANY NEWS YOU MAY HAVE TO US – WE WILL BE HAPPY TO INCLUDE IT IN YOUR NEWSLETTER. DON'T WORRY ABOUT GRAMMAR AND SYNTAX – SUBMIT WHAT YOU HAVE, AND WE WILL TAKE CARE OF THE REST.

PLEASE SUBMIT ALL EDITORIAL MATTER TO BARBARA BREUER AT
BARBARA.KIWANIS.FINE9@GMAIL.COM.

WE CAN'T WAIT TO HEAR FROM YOU!

Have you seen our Facebook page lately? Visit us here: <https://www.facebook.com/KiwanisTiger>

Website <https://kiwanistiger.org/> Contact Alan Guire aguire@porthaz.org with questions or comments.



2022-2023 Eye of the Tiger Kiwanis Board Members



President – Jim Rochford
President-Elect – Alan Guire
Vice-President – Charles “Chuck” Gugliuzza
Immediate Past President – Joe Meyer
Secretary – Melissa Guire
Asst. Secretary – Barbara Breuer
Treasurer – William “Bill” Seeman

Director – Coleen Lawson-Taylor
Director – Mark Petersen
Director – Laura Gililand
Director – Dan Leikvold
Director – Dr. Mary Jo Brubaker
Director – Kendra Morris
Sage – Dr. Barb Thompson

Kiwanis International's New Facebook Incentive Designed to Bolster New Club Builds



If you are planning to build a new club, reach out to Kiwanis International!

KI has set up a three-step initiative to help new clubs start on the right foot by harnessing Facebook to build membership before club-building teams appear on the scene.

The advertising begins six weeks before the scheduled club openings.

During the first two weeks, the campaign focuses on awareness. KI will post content about community service and volunteering, focusing on how involvement helps the community as well as the volunteers.

The next step is an introduction to Kiwanis – who we are and what we do.

During the campaign's final two weeks, the posts become more specific. They also include a form for people to fill out for more information. An admin will receive the inquiry, which will be passed on to the person in charge of answering. According to club builder Jay Hubbard, clubs can receive ten or more inquiries from those ads.

St. Patrick's Day is a day celebrated all over the world – and you don't need to be Irish to have fun with it! So wear something green, tell some funny Saint Patrick's Day knock knock jokes and share some laughs.

Q: How do you pay for soft drinks on St. Patrick's Day?

A: With soda bread.

Q: What should you say to a runner in the St. Patrick's Day marathon?

A: Irish you luck

Q: Why was St. Patrick given a desk job when he became a policeman?

A: He was too green to go out on patrol.

Q: Why did the boy lock himself in his house on St. Patrick's Day?

A: He heard there might be leper cons running around.

Q: What did the Irish referee say when the soccer match ended?

A: Game clover.

Bert West Shares His Thoughts on the Future of Kiwanis

We were fortunate to have Bert West as our guest speaker at our March meeting. If you were unable to attend that meeting, you missed his dynamic and humorous delivery.

The presentation was in a question-and-answer format, with club President, Jim Rochford, delivering the queries.

1. How well would you evaluate where KI is with membership?

We are not where we should be with membership. We have a strong staff in KI that is committed to building membership – Kendra Morris is a powerful asset to our team. We have done well in North America this year; however, Asia-Pacific has slowed down.



2. What are your plans to continue the momentum of building up new clubs?

I am working to encourage all governors in North America and worldwide to build new clubs. This involves changing the culture of district leadership. In the past, governors wanted to focus on strengthening existing clubs – that is important, too; however, that was not done either. We shouldn't abandon struggling clubs but building 300-400 new clubs yearly is the only way Kiwanis will continue to survive.

3. What ideas do you have for ICON to put the focus on new club openings?

What are your goals between now and then?

My goal is to build 357 new clubs worldwide. It is going to be challenging but not impossible. Katrina and I are working together to achieve this goal – we want the momentum to continue into the year she becomes international president, so it is definitely at least a two-year plan. We are engaging in the use of live streams of actual club openings, which I hope will get people excited to go out and build clubs themselves.

4. What is your best sales pitch to approve the dues increase at KI?

I didn't know there was a dues increase! I've been told that I am not supposed to call it a dues increase – it's really a dues adjustment (laughs). It's all about putting smiles on children's faces. Everything we do is about our service leadership programs, and nobody does better with service leadership programs than Kiwanis. We must have the increase if we want to continue putting smiles on children's faces.

5. There has been a lot of turnover in KI – how do you evaluate that?

Do you think those changes are positive or helpful to Kiwanis in the long run?

I've never seen a change in a business that wasn't positive unless you made it positive. If someone leaves an organization, we need to be happy for them and support them in the choices they made. As leaders, if we put someone in a position, we need to train, lead, and encourage them, as well as encourage those around them. It's up to us to make the difference a positive one.

6. How can the Eye of the Tiger help you and Kiwanis now and in the future?

We need to open more clubs. Kendra Morris is working hard trying to schedule club openings – she would love to get as many people on the schedule as possible. The Eye of the Tiger can volunteer to help with club openings – even on the local level. Your club can work to help change the culture of Kiwanis worldwide in each of the districts. We must turn the tide in North America to gain more members by building more clubs.

EOT Club's Mission Statement:**Eye of the Tiger, eKiwanis I-I Mission (Why We Exist)**

The mission of the Eye of the Tiger eKiwanis, I-I, is to increase membership by opening new Kiwanis clubs throughout the world.

**Eye of the Tiger, eKiwanis I-I Goals
(Accomplishments to Achieve this Mission)****1. Lead by example and train others by opening clubs.**

- Open at least one club at the site of ICON (when ICON is in North America and when ever possible elsewhere).
- Open a club in the district of members who are governors.
- Support other club members in opening clubs on a voluntary basis.

2. Develop (identify, encourage, and support) leaders at the district and international levels in the culture of growing Kiwanis through new club openings.**3. Support** new club openings with service projects. Twenty-five to thirty EOT volunteers will be there to follow our mission statement, but more importantly:

To help attain the goals of increasing membership by opening clubs at this year's international convention in Minneapolis.

To help train the Minnesota-Dakotas district's volunteers in membership recruitment.

To support these two new clubs with our own service project – donating a literacy program in the form of books to each of their communities.

MINNEAPOLIS, HERE WE COME!**Call For Volunteers!****ICON Club Build Update****Calling all volunteers!**

The MinnDak club opening committee has identified three sites – White Bear Lake (pop. 26,000), Hastings, and Northfield (pop. 23,000 each).

All three locations have primary, middle, and high schools in place, and Hastings has two colleges.

Several clubs are willing to sponsor the prospective clubs, including Mankato, St. Cloud, and three clubs in Redwing. Ideally, there would be two club coaches on each site.

Thirty people will be on site (three teams of ten) – if ten more people volunteer, a fourth club could be in the works!

The Eye of the Tiger needs all hands on deck! If you cannot go on location, you can help from home by identifying possible members and setting appointments. If this is your first time, don't worry – we have experienced tigers to guide you.

If you want to get involved in this club build, please email Lee Kuan Yong at leekuanyong@gmail.com.

Remember – Together Everyone Achieves More!



**What is the Zombie equivalent of a Leprechaun's Pot o' Gold?
Crypt o' Currency.**



\$5



\$5

Lapel Pins

Lapel Pins

Contact : Jeanette Igoe @ Jigoe5@aol.com to order,
or text or call 239-572-3269.

Eye of the Tiger Shirts

Look your best while you ROAR! Don't miss out on our high-quality apparel that will make you stand out in the crowd! Three styles for men and five for women. We will be placing the group order soon, so you need to order ASAP if you plan on ordering.

Go to <https://kiwanistiger.org> and click "SHOP" on the upper right-hand side of the page. You can pay through PayPal or by credit card.



Member Profiles

Gary Baker

Gary Baker has been a Kiwanian since 1984 and is a proud member and 2018-2019 governor of the Missouri-Arkansas district. As governor, he focused on SLPs, which were his passion.

He grew up on Lake Huron in northern Michigan and attended Northern Michigan University. While on spring break, he got a call from a friend who said he was looking for a computer programmer in Arkansas. Before he could change his mind, he was on his way to Arkansas to finish his education there and start his new career.



When he first joined Kiwanis, he was never asked to participate in any of the club's activities. He began feeling discouraged when a club member returned from ICON with an **Every Child a Swimmer** pamphlet. His club asked him to chair that project, which started with just over 25 children and now involves 300-400 children a year. The city now runs the program, and every third grader in the county now receives free swimming lessons.

Sujan Shrestha



Sujan Shrestha was born in Khandbari, Nepal, but now spends most of his time in the United States.

Ten years ago, he traveled back to Nepal to spend time with his father, who had become terminally ill. In the time they had left together, his father shared that he wanted to build as many libraries as possible in Nepal – both public and within schools. Building one library was not as difficult as building several; they knew they would need help.

Sujan's father said that when he was in the United States, he had seen signs with the letter K on them – he thought whoever put up the signs could help.

Sujan contacted Kiwanis International. Soon, Lee Kuan Yong called him from Malaysia and put him in touch with a gentleman from India who helped him charter the Kiwanis Club of Kathmandu.

The two things that attracted him to Kiwanis were the IDD project (eliminating iodine deficiency) and the Eliminate project (abolishing neonatal tetanus). Both projects had a profound impact on saving children's lives in his own community.

It was 2016-2017, and Sujan wanted more than chartering only one club. He asked Kiwanis International President Jane Erickson how to form a Kiwanis district in Nepal, and she told him he needed at least 1000 members.

By 2019, Nepal was its own district with over 1000 members and 25 clubs.

Through Kiwanis, Sujan has fulfilled his father's legacy by building a network of volunteers dedicated to improving the lives of children one community at a time.



Kiwanis®

2023 SIGNATURE PROJECT CONTEST

Signature projects show the impact a Kiwanis club can have on a community. From playgrounds and parks to festivals and fundraisers, signature projects are the hallmarks of what Kiwanis clubs are known for in their communities.

Kiwanis International will host the seventh annual Signature Project Recognition Program for clubs and districts in 2023. Clubs with 27 members or fewer will be judged in the Group I category. Clubs with 28 members or more will be judged in Group II category. Each group will be judged separately and the top 10 finalists will be determined for each group. The top three selections from each group will be recognized as the gold, silver and bronze winners at the 2023 Kiwanis International Convention.



Interclubs for March (all via Zoom – Joe Meyer has sent out the links)

ELAMISSTENN

Monday, March 6, 2023 – 5:00 PM CST

Speaker: Jeff Oatess, KI COO

MoArk eCentennial Kiwanis Club

Monday, March 6, 2023 – 7:30 PM CST

Speaker: Jessica Terry, National American Miss Arkansas and children's book publisher

Kiwanis Club of Indianapolis

Thursday, March 16, 2023 – 12:00 to 1:00 PM EDT

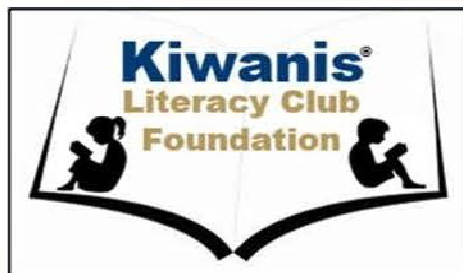
Speaker: Jimi Soni, author of The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley

PA E-KIWANIS 2.0

Sunday, March 19, 2023 – 8:00 PM EDT

Meet the Candidates

Book Hero Service Project.
Starting a New Club? Please reach out to
Dr. Valarie Brown-Klingelhoef
or Douglas Chadwick. Information on the following Flyer.



Kiwanis®
Literacy Club
of Southern California

BE A BOOK HERO SERVICE PROJECT

The Kiwanis Literacy Club Foundation partners with Kiwanis Clubs to provide books to kids. The Literacy divide has grown wider during the pandemic. Your club can be part of the solution by providing brand new books to kids in your community. You can sponsor a book for \$2.00 each.

A **Be A Book Hero Service Project** creates an instant service project for your club.

To order books and learn more contact

Valarie Brown-Klingelhoef
valBK.Kiwanis@gmail.com

Douglas Chadwick
Doug@theliteracyclub.org
Text - 818-381-3274

Web Site - TheLiteracyClub.org

FB facebook.com/TheLiteracyClub





EYE OF THE TIGER E-KIWANIS FRIENDS AND FAMILY CRUISE

This is a very nice cruise on a premium cruise ship to nicer destinations. Email or call Past [FL Kiwanis Gov Allen](#) with questions and/or to book ASAP. Prices are not locked in, so the sooner the better. A \$100 per person deposit will be required a few days after booking, or can be paid at time of booking.



Start Planning Your Vacation
Get in touch with your agent to confirm your cruise and get sailing.

Agent Name: Allen Yergovich
Agency: Avid World Travel, Inc
Email: Allen@avidworldtravel.com
Phone: 727-421-6700

Sailing Itinerary

DAY	PORT CITY	ACTIVITY	ARRIVAL	DEPARTURE
March 27, 2023	Miami, Florida	EMBARK	-	4:00 PM
March 28, 2023	At Sea	-	-	-
March 29, 2023	Puerto Plata, Dom Republic	DOCKED	9:00 AM	5:00 PM
March 30, 2023	San Juan, Puerto Rico	DOCKED	11:00 AM	7:00 PM
March 31, 2023	St. Croix, U.S.V.I.	DOCKED	7:00 AM	4:00 PM
April 01, 2023	St. John's, Antigua	DOCKED	8:00 AM	6:00 PM
April 02, 2023	Basseterre, St Kitts & Nevis	DOCKED	7:00 AM	6:00 PM
April 03, 2023	Philipsburg, St. Maarten	DOCKED	7:00 AM	4:00 PM
April 04, 2023	At Sea	-	-	-
April 05, 2023	At Sea	-	-	-
April 06, 2023	Miami, Florida	DEBARK	7:00 AM	

SAILING FROM : Miami, Florida: **SHIP:** Celebrity Silhouette: **DEPARTURE DATE:** 3/27/2023: **PRICING FROM:** \$724.00 USD