

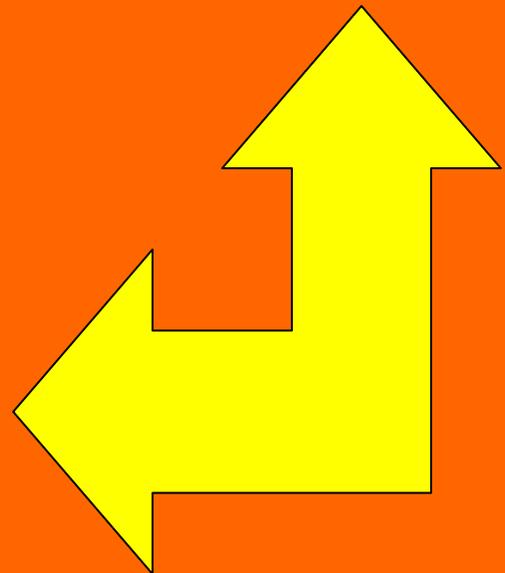
# 4 Our Communities

The Official Newsletter of Division 4



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September  
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# From the Desk of LT. Governor Michael...



Dear Division 4,

Welcome to a new school year. By now it is my hope that your clubs have begun meeting again and have service projects underway.

Often clubs have larger attendance at meetings during the first two months of the school year. Then, attendance at meetings slowly starts to taper off. Make sure that at your first several meetings you are giving your members reasons to stay. Talk about all of the fun and unique opportunities Key Club has to offer such as the leadership training conference. Distribute my newsletter or bring them to a board meeting so that they can see how large the scope of Key Club really is. Read on to find out how to spice up your club meetings so that members will look forward to Key Club every week.

In this newsletter you will see our upcoming events, this month's featured charity, a story about a Key Clubber's first Key Club meeting, information on the Leadership Training Conference, information on the Youth Opportunities Fund, learn more about graphic standards, and a recap of our most recent divisional. There was a lot of information covered at our September divisional. If you read nothing else in this newsletter please read about the September divisional.

As we move forward in the Key Club year don't forget that the deadline to submit dues is right around the corner. Clubs that want the Early Bird Dues designation should mail their check and roster to Key Club International no later than October 15<sup>th</sup> to allow time for the check to be processed. To ensure you dues are submitted on time, please mail your check and roster no later than November 15<sup>th</sup>. Dues are what provide you with awesome opportunities such as the Leadership Training Conference and make it possible for there to be a support network (of which I am a part of) for your clubs.

Don't forget that we have a division website: [nydkcdivision4.weebly.com](http://nydkcdivision4.weebly.com). I update this website regularly. Check the website for divisional dates, to view upcoming events, submit report forms, and learn more about Key Club. Chances are that it will answer any question you may have about Key Club on a division, district, and international level. Be sure to check it out!

Lastly, school can get a little crazy, but just remember that service does not have to be stressful. I am always just an e-mail away for any Key Club related issue you may encounter over the upcoming school year.

Yours in Service,  
Lieutenant Governor Michael Rovner

## Upcoming Events

### Making Strides Against Breast Cancer

\*An American Cancer Society  
Fundraiser\*

Sunday, October 20, 2013  
Jones Beach State Park Boardwalk

### Pediatric Lyme Disease Week

February 3—February 9, 2014

\*For more information please e-mail  
me or attend the October  
Divisional\*

### Fall Rally

\*Details to be determined. More  
information will be coming soon.  
Please continue to check your  
inboxes.\*

### October Divisional

Monday, October 28, 2013  
6:45 PM

North Shore High School  
450 Glen Cove Avenue  
Glen Head, NY 11545

### K-Family Dinner

Tuesday November 5, 2013

The Swan Club  
90 Glenwood Road  
Roslyn, NY 11547

\*An annual meeting of all K-  
Family Clubs in Northern  
Nassau County. All clubs  
should send a representative  
or two. Please RSVP today to  
[post2004@att.net](mailto:post2004@att.net). For more  
information, e-mail me or  
attend the October  
Divisional where we will be  
discussing this evening.\*



## The Leadership Training Conference...Something Magical

In the May Newsletter, there was an article about the 2013 Leadership Training Conference. While this article covered much of what you would like to know about the Leadership Training Conference (colloquially referred to as LTC), it is worth another look considering how important this event is to New York District Key Clubbers.

Every spring in late March or early April, Key Clubbers from all over New York State convene in Albany for the conference. LTC is three days long, and it is jam packed with workshops, service projects, and tons of Key Club pride and cheer. While it might be cold outside, the atmosphere at the conference is warm and you meet lots of amazing people. The theme for the 2014 Leadership Training Conference is “magic.”

It is important to mention LTC now because **now is the time to start planning your trip to LTC. The 2014 Leadership Training Conference will start on Friday March 28<sup>th</sup> and end on Sunday March 30<sup>th</sup>.** This year the conference will be held at the Desmond Inn and Conference Center which is located off of I-87 in Albany.

For many clubs, transportation is the biggest hurdle in getting to LTC. If your club is not sending enough members where you can afford to charter a bus, let me know and you might be able to split the cost of a bus with another club (or other clubs). Additionally, your sponsoring Kiwanis Club may be able to help offset the cost of transportation and/or the cost of attending. These are details that must be worked out as soon as possible if your club is to make it to LTC. Please e-mail me as soon as possible with any questions! I would really like to see every club send at least two members!

### Here is a timeline of what your clubs should be doing if you are interested in attending LTC:

**Now:** At your next meeting see how many members are interested in attending LTC. Report this number to me and your sponsoring Kiwanis Club. Also, meet with your school’s administration to make sure that you are in compliance with your school’s policies regarding overnight trips. You will also need your advisor or another adult chaperone to accompany you.

**December/January:** Collect money to cover the cost of attending and transportation. The price of LTC will be released around this time. Make sure to register by the deadline! Charter a bus or arrange transportation with other schools.

**March 28<sup>th</sup>:** The 2014 Leadership Training Conference!

# What did I miss at the September Divisional Meeting?

We covered a lot of information at the September divisional; however, if you missed it have no fear! You can catch up on what was discussed by reading on and by attending future divisionals.

The divisional began with the presentation of our new division bell and gavel. The bell and gavel are synonymous with the K-Family, and I felt that our division should have one. After calling the meeting to order and completing several formalities, we did “Happy Change.” At each divisional we will be collecting change for a cause. At this divisional the money collected will help offset the cost of the bell and gavel, but from this point on all money will go towards the EliMiNaTe project.

We then proceeded to discuss old business. Much of this will be repeated at future divisionals. This information included an update on paperwork, information about the Leadership Training Conference, a reminder to submit service spotlights to me, and a recap on what happened over the summer. We also discussed that I would like to schedule a visit to all of your clubs. I will be talking more about this with club presidents and advisors.

Next on the agenda was new business. We first held a discussion as to whether division 4 should have a club mascot. We decided that a penguin is a suitable division mascot. At the October divisional I will entertain a motion to formally make the penguin our division mascot. After discussing the prospect of having a division mascot, Distinguished Past Governor John Gridley spoke about the upcoming Pediatric Lyme Disease Awareness week. If your club is interested in participating in this worthy event, please contact me.

We ended the evening with two workshops, one on Membership Recruitment and another on paperwork. The PowerPoint presentations for these workshops along with a PowerPoint about how to pay dues can be found on our division website.

If your club has not yet attended a divisional, please try to make every effort to send a representative to the October divisional. Remember that anyone can attend a divisional, they are not only for officers!



The October Divisional is October 28<sup>th</sup> at 6:45 PM at North Shore High School!



## Service Spotlight

Early on the morning of August 17th, Key Clubbers and community members alike gathered at the North Shore High School tennis courts for the Nicholas Pedone Memorial Tennis Tournament. Nicholas was a boy in my community who unfortunately lost his battle with Neuroblastoma, a cancer, earlier this year. The tournament was a fundraiser for the Cancer Center for Kids at Winthrop University Hospital. The Cancer Center for Kids (CCK) provided support to Nicholas and his family during his battle with Neuroblastoma. For the past several years I have organized a tennis tournament annually for a local charity, and this year it only seemed fitting to do it in Nicholas' honor.

Nearly two dozen people participated in the three tournaments that we ran (kids, teens, and adults). Thankfully the weather cooperated. It was sunny, and not too hot; perfect tennis weather! Through the power of social media, an employee of the USTA heard about the tournament. She graciously donated two tickets to the men's semifinal round of the US Open. These tickets were given to the winner of the adult tournament, Rajan Vohra. At 14 he beat out all of the adults who showed up that day for the grand prize! By the end of the day we had raised \$1,376! More importantly, we kept the memory of Nicholas Pedone alive and raised awareness about childhood cancer.

Putting together this event took some work, but it was easier than you might think. I was able to use the courts at my high school for free, and local businesses donated all of the food and prizes. Even the largest projects can be organized on the tightest budgets. In addition to not having any expenses, the tournament was a success because we publicized it very heavily. We posted the information on every local website, sent the information to all our local papers, and told everyone we knew. If you have any questions, please feel free to email me at [MichaelRovner.ltg@nydkc.org](mailto:MichaelRovner.ltg@nydkc.org)!





Please, Please, PLEASE send me service spotlights. These are one paragraph descriptions of events with two or three pictures. If you are really in a pinch you can even just send me a one sentence description of an event. I really would like to showcase all of the great work done by the clubs in Division 4, so please send in your service spotlights. Consider appointing a Public Relations officer whose job it is to write service spotlights. There is no deadline for submissions. All submissions will be considered for the upcoming newsletter.





# Charity of the Month



The American Cancer Society is not just one of America's largest charitable organizations; they are America's largest voluntary health organization. For over 100 years, their goal has been to create a world with "less cancer and more birthdays." They are involved with all aspects of cancer: prevention, detection, treatment, and the search for a cure. The society helps people quit smoking, operates a 24/7 hotline, helps patients find promising clinical trials, pays for lodging for patients who must travel for treatment, helps fund research for a cure, and does so much more.



Many of you might be familiar with one of the American Cancer Society's most popular fundraising events: Relay for Life. Many are held throughout Nassau County. At these events, participants collect pledges and walk all night long symbolizing how cancer never sleeps. Other fundraisers include their Making Strides against Breast Cancer walks. One such walk is scheduled to take place Sunday October 20<sup>th</sup>, rain or shine, at Jones Beach.

Unfortunately, Cancer is a disease that affects many of us personally. Be a part of the battle and help defeat this disease. As you plan your fundraisers for this upcoming year, consider fundraising for the American Cancer Society, one of the New York District's District Projects for the 2013-2014 Key Club year.

# Club Meetings

## My First Club Meeting

I joined Key Club as a freshman. My freshman year I attended my clubs first meeting in September. To be honest, it was overwhelming. The classroom could barely contain all of the members, and it was standing room only. Everything was a blur. All of the officers were introduced, the club president discussed all of the volunteer opportunities, and we were all given a copy of *Key Club Magazine*. It was at this first meeting that I signed up for my first event: a barbeque at one of our local elementary schools. I enjoyed volunteering at this event so much, I knew that I had found the club for me.

One thing that wasn't clear was that I didn't understand the role of "lieutenant governor." This is why I am making a big push to educate the division about Key Club on a higher level. I want all Division 4 Key Clubbers to realize that Key Club is larger than just their home club. There are large division, district, and international components of Key Club International that all clubs are able to take part in.

## How to Spice Up your Club Meetings

As a club you want to strive to make your meetings interesting. Whether you meet weekly, bimonthly, or monthly, you want to ensure that your members want to come to your meetings. If your meetings have low attendance, you may have trouble executing service projects and serving your schools and communities to the best of your ability. Here are eight ways to make your meetings more exciting:

1. Send out meeting agendas in advance of your club meetings. If your members know what will be happening at the meeting, they are more likely to attend.
2. Hold a small service project. This way, members will be engaged and you will be performing service!
3. Play Key Club *Jeopardy!* or talk about some Key Club trivia. Many Key Clubbers don't know just how extensive Key Club International really is.
4. Once a month (or even once a quarter), have a bagel breakfast or pizza party.
5. Bring in a guest speaker. This could be someone that works in an animal shelter or a soup kitchen. It might be interesting to have an adult share their experiences as a volunteer.
6. Have a meeting run by the members. During such a meeting, the officers sit down and several interested members run the meeting. This will help keep your members engaged and you may even find some future officers.
7. Invite members of your sponsoring Kiwanis Club.
8. Lastly, the key to keeping your meetings interesting is not having a set routine. Each meeting does not have to be unique, but do something different at each meeting. When your meetings are routine, members get bored and might not feel as compelled to come if there is a different program each week. Remember to publicize your program in an agenda!

# Getting Grant\$

## Youth Opportunities Fund

In an earlier newsletter I wrote about Key Club International's Youth Opportunity Fund. This fund is supported by your dues, and awards grants to clubs that need financial assistance in carrying out a service project. Unfortunately, it is a little late to apply for a grant at this point. Applications must be received by Key Club International by October 15<sup>th</sup>, however, your club should definitely consider applying for a grant next year.

Clubs apply for grants between \$100 and \$2000. Those clubs that are selected to receive a grant are notified by January 1<sup>st</sup>. Grants are typically awarded to clubs that are willing to seek out multiple sources of funding for their project, and are not solely relying on the Y.O.F. The largest projects are always the most rewarding, and these grants can help you carry out a large scale project. The application form and more information can be found at <http://keyclub.org/service/fund/yof/yofgrant.aspx>. You can even see some examples of projects that have received a Y.O.F. grant.

## Another Source of Grant Money

While it may be too late to apply for a Y.O.F. grant, Dosomething.org awards a \$500 grant every week and there is no deadline to apply! If selected, dosomething.org will contact you 2-3 months after receiving your submission. To find out more or to apply, visit <http://www.dosomething.org/grants/seed-grants>.



# Standards

Those of you that have been reading my newsletter may have noticed several common design elements that are present in each edition. These elements, along with several other parts of my newsletter are components of the Key Club “Graphic Standards.” Graphic standards are rules governing how publications and public relations materials for Key Club should look. Those of you involved in public relations or looking to become involved with public relations will no doubt encounter graphic standards frequently.

The purpose of graphic standards is to codify several design elements so that Key Club publications and posters are easily recognizable. When you see the “Key Club Pencil” (the arrow at the top of every page), you know that publication is from Key Club International.

Your club should strive to follow Key Club graphic standards when releasing any materials that will be viewed by your members or the public. To learn more about graphic standards, visit the resources page of our division website to download the Key Club “Brand Guide.” Inside the Brand Guide you will find all the rules about Key Club graphic standards.

# Paperwork Update

**Remember: It's never too late to submit paperwork that is past due!**

To fill out paperwork please visit [nydkcdivision4.weebly.com](http://nydkcdivision4.weebly.com).

A Link to the Election Report Form can be under Links and Resources. Monthly Report Forms, Fundraising Report Forms, and Lieutenant Governor Evaluations can be filled out under Report Forms

Club	ERF	March	April	May	June	July	August	September
Carle Place	X	X	X	X				X
Elmont	X	X	X	X	X	X	X	X
Floral Park								
Glen Cove								
Great Neck North								
Great Neck South	X			X				
Hicksville	X			X	X	X	X	X
Manhasset								
Mineola								
New Hyde Park	X	X	X	X	X	X	X	X
North Shore	X	X	X	X	X	X		X
Schrieber	X	X						
Sewanhanka								
St. Dominick's	X	X	X					
Wheatley		X	X					
Westbury			X					

Visit our division website,  
**[nydkcdivision4.weebly.com](http://nydkcdivision4.weebly.com)**

Fill out paperwork, read back issues of *4 Our Communities*, see when our next divisional is, see what upcoming events there are, and learn more about Key Club! There is so much information up there and I am constantly updating it!

Important  
Information

Connect with Key Club  
on Facebook

**On Facebook search**

1. New York District Key Club
2. New York District Key Club  
Division 4

Come to the 2014  
Leadership Training  
Conference

**March 28<sup>th</sup>-30<sup>th</sup>, 2014**

The Desmond Inn  
660 Albany Shaker Rd.  
Albany, New York

Charities endorsed by  
the New York District

1. Alzheimer's Association
2. JDRF
3. American Cancer Society
4. Wounded Warrior Project
5. Kiwanis Pediatric Trauma  
Center
6. Pediatric Lyme Disease  
Foundation
7. Kamp Kiwanis
8. EliMiNaTe

Governor's Project

**Nurturing our K-Family**

Any project done in conjunction with another K-Family Club (i.e. Kiwanis, K-Kids, Builders Club, etc.) contributes to the Governor's Project.

# Contact Information

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# Extras

Answers to the  
Summer  
Newsletter Game.  
Stay tuned for an  
all new game in  
the October  
Newsletter!



1. Divisional
2. Leadership
3. International
4. Trustee
5. Governor
6. Report Form
7. Major Emphasis
8. volunteer
9. community service
10. Meeting
11. Member
12. Advisor
13. Kiwanis
14. Key Club
15. Eliminate

Thank you for reading. Stay  
tuned for Issue 4 of *4 Our  
Communities*. Welcome back to  
school!



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