

# KIWANIS

# madison



SERVING THE CHILDREN OF THE MADISON-RIVERGATE COMMUNITY



VP Kay White shares her 2010 KI Convention Journal. We're PROUD of her!

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You get a quick overview of July's presentations, just in case you missed them.

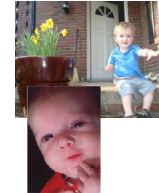
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twitter



We need to decide if our club wants to get social online.

PAGE 3



Our Kiwanis members have reasons aplenty to be proud of their families.

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## Getting "Teed" Off: It's Almost Time For Our Annual Golf Tourney!



# OCT 19

## Fall Golf Scramble

Start getting your team together to have **MEGA** fun in the **AUTUMN** sun!

**George Rooker**  
**491-6070**

## Planning Our Charity Golf Event: Success Depends On Making It Special!

OK. So we've already booked the Hermitage Golf Course for Tuesday, October 19th. Now, it's time to start nailing down other important items so that we can ensure that we host the most successful fundraiser in the history of our club!

Let's tackle the invitation to participate first. Why not make it unforgettable? Instead of sending out a cheap-looking flier or a postcard that will often be missed in the mail, we can send lumpy mail. Lumpy mail is defined as an envelope with something in it to make it appear lumpy or unusually shaped packaging that attracts attention - and greater response!

Ideas for great lumpy mail items? How about anti-stress golf balls with the sponsor's logo or our very own Kiwanis emblem on the front and/or back. We might even design an invitation with a golf ball attached to make an impact. Catalog companies such as Oriental Trading Company have lots of cool novelty items at great prices.

Let's make it fun for companies to recruit more teams. We might take a putting

game to each business we are "courting" to create excitement. How? By placing it inside the company's break room or cafeteria for a week. This might get folks really, really excited about playing in our upcoming golf tournament.

Why not make the registration process EASY! Executives are time-taxed and responsibility-rich. Most professionals are accustomed to making purchases (hotel, airline tickets) online. Why should tournament registration be any different? We do have the capabilities to set up online registration, and we can make that service available to them, with "payment at the gate" stipulated, so as not to get into the security issue.

Too, we might lock participants into our tournament faster and earlier by offering a leather golf bag I.D. tag to the first 15 or 20 teams who register by an early date that we specify.

On another note regarding participants, too often players meet for the first time on the golf course. If we allow players to learn about each other before the event, we jump-start the relationship-building

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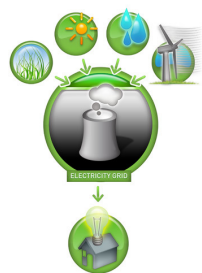
## In Case You Missed It: Kay Booked Great "Speakers" In July!

☆ **The Ladies Association from McGavock School** featured academic sponsor, Andrea Holland, plus three of its finest members. Best Quote? "Our club is a true melting pot. It does not matter what skin tone you have, whether you're rich or poor, you have a group to which you can belong... 'sisters' who care about you!"

☆ **Athena Award recipient, Susan Short James**, shared her personal story as an African-American woman rising through the ranks of various 'men's clubs' to reach the pinnacle of success.

☆ **Renowned Blues singer, Mississippi Millie McLaine**, wowed the members with selected segments from her one-woman show, "Mother Blues."

Millie also shared a brief history of the Delta music she "grew her chops on."



**Nancy Poindexter from Nashville Electric Service** promoted "Going Green" by sharing tips about what

each of us individually can do to make a positive impact on the earth. NES has an informative web site at [www.newpower.com](http://www.newpower.com) that offers up even more information about "Going Green"

## 2010 Kiwanis International Convention: VP Kay White Tells About it "In Her Own Words"!



When I was asked if I could attend the 2010 KI Convention, I did not know what to expect. I was nervous, but

excited, ready to learn, but not sure where to start.

As the day drew closer to my trip, I got excited about the opportunities I was going to experience in the days to come.

On the plane, I read all the conference materials, trying to "plan" my activities for the convention. Once I landed, I knew that I wanted to check into the hotel, pick up my registration materials, and then tour the convention center, in that order.

Well, I got through one out of three: I checked into the hotel. Since I could not pick up my registration materials until the following day, I decided to take advantage of my "free" time and tour the hotel, walk down the strip, etc. I "called it a night" around 9 p.m. so I could get up early and start the day refreshed and ready to learn. However, I did not consider the time change, and I woke up the next day later than expected. (I was able to make up this lost time later.)

As I entered the convention center/registration area, I was amazed to see how many people were already there talking, laughing or visiting vendor/exhibit booths. I walked up to the registration desk with a warm smile and a "hello." The volunteer and I chatted for a bit, and she tapped into some of my anxiety (little did she know how petrified I was!). After picking up my registration materials, I headed toward the tote bag table (the most important "gift" I received at the

convention, and I now carry it to every Kiwanis meeting!) I was officially ready to start "convening!"

**Day 1:** Attended "Amendments and Resolutions" workshop; and the first time attendees workshop where Paul Palazolo and VP Alan Penn talked about the "ins and outs" of a Kiwanis convention; opening session energetic and full of surprises! Colin Powell an AWESOME speaker; new Worldwide Service Project introduced (KI partnered with UNICEF to combat maternal/neonatal tetanus.)

**Day 2:** Very **EXCITING** and **INFORMATIVE!** KY-TN Caucus held this morning; reviewed all of the proposed amendments and resolutions (only 14!) Yipeeee! Attended more workshops and forums; business session only took two hours to discuss and vote on all amendments. Hoorayyy! Oh, yeah...I served as Sergeant-at-Arms! Had **SO** much fun! Elections held at end of session.

**Day 3:** Attended breakfast session with Jerry Mathers of "Leave It To Beaver," a very "special" Kiwanis moment; attended the Worldwide Service Project luncheon; sat at a table with members from Arrington, TX. As we were eating our salads, two more members joined us, including Melvin "Mel" Coward; was such a nice man, and we talked most of the time. He mentioned that he would be on stage during closing session. We joked around about him being on his "best behavior". Continued talking, and at the end of the luncheon, said our goodbyes.

During closing session, kept looking for Mel. Finally saw him, right before he was presented with the highest honor a member could receive, the Elite Eagle Award!

I'm signing off with this final thought: It was a **GREAT** convention with lots of **UNFORGETTABLE** moments!

## To Tweet Or Not To Tweet: *That is the question!*

## Planning Our Charity Golf Event, *continued:*

Should Our Club



Why is Social Media so interesting and incredibly powerful? In the short history of communication technologies, information was usually limited to flowing from one to one (telephone) or from one to many (radio, television). Then, the Internet came along and became a read/write web, characterized by applications and services that have given us the ability to create and share information. It allows for many-to-many communication, connection on a global level. Through blogs, wikis, social bookmarking, photo sharing and social networks, we are creating windows into each other's lives and minds. Communities are forming around ideas, hobbies, causes and any level of organizational affiliation imaginable through fast access to information, fast access to public opinion and even faster access to each other.

Take Twitter. Wikipedia calls it "a social networking and micro-blogging service." Essentially, Twitter is a communication platform that is comprised of just about 100 million people located around the world. It's like a pulse of what people are collectively thinking about, and so in

some ways, it becomes a kind of global consciousness.

The bottom line is, we are growing into a global network, and we can construct our own reality. So many aspects of the way we work, the way we live and the way we relate to each other are products of the systems that are currently in place.

All the platforms, such as Twitter, Facebook, YouTube, etc., are just the tools, but look what they enable. In the way that mass media has shaped our perceptions about culture, politics and society, now social media also has that ability.

So, we have arrived at the crossroads. Do we, as a club, jump on board the "Social Media Bandwagon?" You tell me. If we need to be more social, we can "be" it!

SOCIAL



ANTI-SOCIAL

process. At the time of registration, we might have each player provide 3 to 5 sentences telling about him-/her-self (i.e., his/her employer, job title and what he/she likes to do.) We can then create an on-line directory with this profile information, and encourage registrations to go to our website before the event day and read up on who will be on the links with them. This makes it easy to turn new contacts into long-term relationships fast.

As we lock in sponsors, they should receive more than a company logo on the tournament program. Let's tie the hole to our sponsor's corporate culture. For example, there is a company in Dallas called NT Logistics with a hometown culture. Every Wednesday the owner brings in fried chicken, mashed potatoes, fried okra and iced tea for all of the staff and anyone who drips by. Known as Chicken Wednesday, first-time visitors receive a rubber chicken and a Chicken Wednesday T-shirt. As a golf tourney sponsor, NT Logistics has a person in a chicken costume hand beverages to the players and invite each of them to a Chicken Wednesday. Following that lead, we should give our hole sponsors an opportunity to creatively "own" it!

Here is an important element that is often "skimmed over:" delivering the unexpected by giving out prizes for everyone! People appreciate the effort to give everyone a prize rather than just the team members that win the tournament

After the event, each participant should receive a note to thank them for their support. Instead of just a letter, we should send something that participants will use time and time again, to remind them of us. We might turn to a local restaurant, sports club or to our Kiwanis store for something cool and memorable. Just sayin'.

## Speakers:

August

**Aug 11** Association of  
Hispanic Educators  
Also  
**Nathan Baker**  
American Red Cross

**Aug 18** **Mike Servais**  
**Patrick Richmond**  
Salvation Army

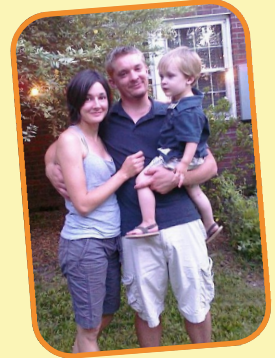
**Aug 25** **Curtis Benz**  
Salvation Army



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## Family:

*Our Members Have Super Kids and Grand-Kids!*



**Gilda York:** Bob and I want to Suffolk, VA, on July 3 - 10, where our son, Trey, daughter-in-law Jaime, and grandson Robbie live. We visited Virginia Beach, Williamsburg, the zoo at Suffolk, and just enjoyed being with them. Trey and Jaime are expecting their second child in February. Crazy long drive. Next time we fly!



**Peggy Shoaf:** These are photos of the cutest children alive! The newest edition is Lance Weston Shoaf, and he was born on June 10, 2010, to my oldest son, Jonathan, and his wife. My eldest grandchild is Emma Rean Shoaf and she is 16 months old. Her birthday is March 10, 2009, and she belongs to David and Melissa. My third grandbaby is due on September 9, and he will be named Joseph Michael Shoaf. I have kept children half of my life, and I loved every minute of it, but nothing compares to grandchildren!



**Kiwanis Club of Madison  
TN  
P.O. Box 1751  
Madison, TN 37116**

### 2010 Officers

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Contact Number:  
(615) 719-1668

[www.kiwanisclubofmadisontn.org](http://www.kiwanisclubofmadisontn.org)