



Kiwaniis®

Eastern Canada & Caribbean District

Newsletter

October 2016

THE FORMULA
Update



Immediate Past Governor celebrates 50 years with Montego Bay Club, Jamaica



Energize
the dream



Governor Phil Rossy



KI President
Jane Erickson



Community Barbecue



Launch of prosthetic limb
for IPLG Inlen

**Branding
Image
Sinage**

NEW CLUB BUILDING GRANT



Save Lock One



KeyClub St Augustine
Secondary School

Editor's Note



A happy Kiwanis New Year, welcome and congratulations to our International President, Jane Erickson; Governor Phil Rossy and the Eastern Canada and Caribbean District dream team.

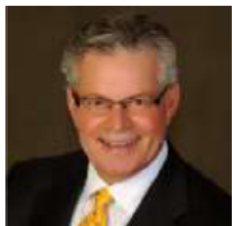
In our 101-year we again created history and shattered the glass ceiling with our first female president Sue Petrisin, we are closer to eliminating MNT, thanks to UNICEF, our members and partners. It was indeed a rewarding year of hard work – serving the children of the world and the wider community, fun and fellowship.

Now we continue the Kiwanis journey to “*Energize the dream... [to ensure] that every child is happy, healthy, safe and loved.*”

Remember to use this space to exchange ideas and share your stories.

In Kiwanis service,

Merdina Callum
callu78@hotmail.com



PHIL ROSSY

Governor 2016/17



Kiwanis Club of Ottawa

"Energize The Dream"

My Fellow Kiwanians,

Welcome to the new year, 2016/17 for Eastern Canada and the Caribbeian District.

It will be my distinct honour and privilege to serve as your Governor in 2016-17. In order to prepare ourselves for our year, I am asking all Kiwanians and Club Officers in the District to dedicate themselves to our year as we launch the I Plan, our roadmap to the future for Kiwanis and our District.

I wish to take this opportunity to congratulate all the Kiwanis clubs in EC&C as we prepare to attend the upcoming District Convention in Ottawa next May 2017, where we will gather to not only celebrate the 150th Anniversary of the founding of Canada as a Nation, but also the 100th Anniversary of the Kiwanis Club of Ottawa, my home club. I hope you will strongly consider attending this great Convention next year.

Also, of particular importance in our District, we are planning for the launch of the "I Plan", our new 5 year Strategic Plan and "roadmap to the future" for Kiwanis which will commence in our year on October 1, 2016.

It's going to be an exciting time for Kiwanis as we work together to accomplish our goals and objectives for 2016/17 for the great Kiwanis District of Eastern Canada & the Caribbean.

Sincerely,

Phil Rossy

Phil Rossy
Governor 2016/17

Email: prossy@kiwanisecc.org

www.Facebook.com/PhilRossyGovernor2017



KIWANIS EXPERIENCE

- ✓ Member of Kiwanis Club of Ottawa since 2000
- ✓ Division Chair for Growth & Retention 2013/14
- ✓ LG for Division 12 – 2011/12 & 2012/13
- ✓ Co-Chair of Eliminate Gala Fundraiser 2013
- ✓ Club President 2010/11
- ✓ District Officer 2014/15 as Vice Governor and 2015/16 as Governor Elect
- ✓ Developed successful application for 2017 District Convention in Ottawa

BUSINESS EXPERIENCE

- ✓ Owner of PHR/JDR Consulting in Retirement Home Planning & Implementation
- ✓ Over 40 years of Hospitality & Healthcare Management experience in senior management positions
- ✓ Instructor in Hotel & Restaurant Management at Algonquin College, Ottawa
- ✓ Developer in Retirement Communities Management Certificate Program, Algonquin College
- ✓ Member of Algonquin College Advisory Board in Food & Nutrition Management
- ✓ Member of Strategic Planning Committee for RHRA (Retirement Home Regulatory Authority)

PERSONAL BACKGROUND

- ✓ Married with three children & six grandchildren.



My Fellow Kiwanians,

This week, Hurricane Matthew, the most powerful Caribbean storm in a decade hit Haiti, Cuba, the Dominican Republic and the Bahamas.

The effects have been devastating. In Haiti alone, the death toll continues to climb with at least 400 people reported dead and more than 300,000 people in shelters. Even worse, the only bridge connecting Southern Haiti to the rest of the country collapsed, hampering relief efforts. Right now, millions of men, women and children are at risk in Haiti – they need medical supplies, shelter, clean water, food, and other necessities.

Earlier this week, the Kiwanis Lieutenant-Governors of Eastern Canada & the Caribbean - Jamaica organized the "Kiwanis Jamaica Bridge to Haiti Disaster Relief Initiative." As Kiwanians, we are committed to help! We will **energize the dream** by providing assistance to those in need. Today, we are appealing to those who can help to donate to one of the trusted Canadian charities currently mobilizing to respond to this urgent need. We as Kiwanians will do our part to provide urgent relief to those who need it, and in the days and months to come, we will assist in the rebuilding efforts.

Those affected by Hurricane Matthew need our help.

If you wish to make an immediate donation, please send a US \$ donation to:

**Kiwanis Foundation of Jamaica
9 Goodwood Terrace
Kingston 10
Jamaica. W.I.**

**Attn: Christopher Robinson, President
Kiwanis Foundation of Jamaica**

Phil Rossy
Governor 2016-17
Eastern Canada & Caribbean District
Kiwanis International
Email: phil.rossy@rogers.com

"Energize The Dream.....that every child is happy, healthy, safe and loved."

#KidsNeedKiwanis

Meet Kiwanis International President

Jane M. Erickson



"Nearly 26 years ago, I was blessed to be invited into a new legacy of service: the Kiwanis family of service," she says, noting that her father is a longtime Storm Lake Kiwanis Club member. "I found a global family who wish to improve the world one child and one community at a time."

Delegates formally elected Erickson president of Kiwanis International at the 101st Annual Kiwanis International Convention in Toronto, Canada. She began preparing for the role in 2014 when she was elected Kiwanis International vice president.

President Jane said that ever since she was a little girl growing up in Storm Lake, Iowa, she dreamed of a world where every child was happy, healthy, safe and loved and she believes Kiwanis club members can play a significant role in making that happen."

She has been a member of the Bellevue-Offutt Kiwanis Club for 19 years. Prior to that, she was a member of the Fort Dodge (Iowa) Noon Club, where she served as distinguished club president in 1994-95. She's been a K-Kids advisor for 18 years and was a Kiwanian of the Year in 2007-08.

President Sue served on the Kiwanis International Foundation Board of Trustees from 2002-05, and was its 2007-08 president. She continues to be a facilitator for Kiwanis Key Leader, a leadership development program for students. She is a recipient of Circle K International's McKittrick award, a Diamond-level George F. Hixson Fellow, Tablet of Honor recipient, Founders Circle, Kiwanis International Foundation's Heritage Society member, Walter Zeller Fellow and Mother's Day Fellow.

Outside of Kiwanis, Sue is the owner of The Wellness & Training Works in Bellevue. She is a member of St. Mary's Catholic parish, the Bellevue Drug and Alcohol Prevention and Education Commission and a mentor with Teammates, a school mentoring program.

President Sue and her husband, Gus, a past Kiwanis International district governor, have five children and seven grandchildren.



Fredericton Kiwanis Community Barbecue at Victory Meat Market,
Saturday, Sept 17, 2016





MEMBERS of E. C. and C.

TAKE A LOOK AT THIS!

The “KICK START” PROGRAM

TO START THE NEW KIWANIS YEAR OFF STRONG



Any Kiwanis member in North America, including all members of the Eastern Canada and the Caribbean District, who sponsors a new member into a new or existing Kiwanis club between September 25 and November 30, 2016, will automatically receive one entry in a draw to win **two round-trip tickets to anywhere in continental North America.**

The sponsor's name must be properly recorded in the club secretary dashboard or through Kiwanis International member services.

In a new club, the sponsoring member must be reported in the club opening tool or through Kiwanis International member services.

The draw will take place Friday, December 2, 2016 by an independent party. Ticket value may not exceed US\$500 per ticket (US\$1,000 total). For official rules, eligibility and terms and conditions, please visit kiwanis.org/kick-start.

SPONSOR A NEW MEMBER AND BE ENTERED TO WIN NOW!

Governor Allen in Montego Bay Jamaica celebrating 50 years of service and the changing of the guard for the 2016-2017 administration

2016-2017 Board of Directors of Montego Bay Club.



Governor Allen Ure pins Legion of Honour awardee Pino Maffesanti.



Charter member and Legion of Honour awardee Vernal Campbell being pinned by Governor Allen.



VGD Robert Moo Young enjoys a conversation with His Worship the Mayor of Montego Bay Glendon Harris and Governor Allen Ure.



It was great to have LG Sheila sharing with us. Here she receives a token from PE Megan.

KeyClub St Augustine Secondary School shows Appreciation to St Joseph Police Station

On 19 September 2016 members of KeyClub of St Augustine Secondary School visited St. Joseph Police Station to show appreciation to the officers for always being a part of St. Augustine Secondary School.



Prosthetic Limb Launch – KC Providence

Our vision as a club was magnified on September 14 as we rendered altruistic service to our very own Past Lieutenant Governor (PLG) Inlen Johnson. The main program of the evening's meeting saw the launch of the "Prosthetic Limb Fund" for PLG Inlen. The chairman of the Past Lieutenant Governors Council, Distinguished Lieutenant Governor (DLG) Julaine, brought greetings from the council and presented cheques on behalf of the council, The Kiwanis Foundation of Jamaica and Distinguished Lieutenant Governor of Excellence (DLGE) Lloyd Distant. Other presentations were made by LG Dr Martin Taylor and Distinguished President Nadine and the floor was opened for additional donations to be made to the fund.



PLG Inlen gave a very touching response and expressed her sincere gratitude. She also got the honour of pinning the LG Ribbon awarded to our club at the final Divisional Council Meeting to our club's banner.

The meeting also included the induction of 2 new members and a presentation to one of our outstanding SLP's - Keyshaun Gordon.

Ariel Grant

Club Counselors Coaching – Northern Caribbean



On September 16 and 17, twelve (12) members of the Formula Team of Club Counselors, who represent the Northern Caribbean (Divisions 22, 23E, 23W, 24, and 25) inclusive of the Lieutenant Governor Designates, participated in a training session aimed at improving their ability to effect their duties as Club Counselors for their respective divisions. This training session was led by Roy Hedeem, Kiwanis International's Regional Development Strategist, and was made possible through the advocacy of the District Board of Trustees, and the incoming LGs. Roy has been working closely with the District to ensure the success of the 5-year initiative "The Formula".

The sessions began on the evening of September 16 and focused on using best practices and role playing. The practice exercise saw Club Counselors, taking on the role of Presidents, Observers and/or Counselors. The training resulted in a session on the Saturday afternoon when the team was joined by Membership Chairs and Club Presidents from clubs being counseled by the participating counselors and it became "real" play.

The sessions were considered very educational, and by all responses, those who attended benefitted immensely. Some of the comments are highlighted below.....

"I found the discussion with Club Counsellor quite informative and helpful as we were able to identify issues we are experiencing in the club and solutions on how to move forward".

"The sharing of ideas, challenges being faced by other clubs, made you feel relieved you are not alone with the issues."

"There were loads of great ideas shared with us to help us make our coaching job easier."

"The collaboration. The information shared. Best practices shared and practice sessions"

The event was held in Ocho Rios, Jamaica and was also attended by EC & C District Formula Chair Lloyd Distant Jnr. and Hope Markes, EC & C Formula Vice Chair, Northern Caribbean.

Let's continue to Love it, Share it, Live it !



EC&C Ranked #1

At the recently concluded KI Formula Summit, EC&C was recognized as the District that Opened the greatest number of new clubs since the start of the Formula.

Can you guess how many Clubs EC&C has opened?
23

The EC&C Formula Update			
Organization		Club Opening	
Starting number of clubs	246	Number of new sites in progress	10
Current number of clubs	244	Number of new clubs completed	4
This year's starting membership	6,877		
Current membership (10/1/2013 to date)	6,902	Club Strengthening	
Number of new clubs added	4	Number of clubs at or above charter strength	196
Number of clubs deleted	7	Clubs that have added members	107
		Club president education completed	109
Volunteer Engagement		Membership chair training completed	46
Number of divisions with Club Opener	25	Club assessment	4
Number of divisions with Club Counselors	27	Conduct a community survey	3
Number of clubs with Membership Chair(s)	155	Planned for club excellence	0
Health Card			
Clubs with Excellent Health		Clubs with Improving Health	
Clubs with Perfect Health		Clubs with Poor Health	

Finish the fight. Fulfill your pledge.

We've come to the most important part of The Eliminate Project: fulfillment. If you made a pledge, it's time to make your gift ... and your impact. Help protect 55 million lives from maternal and neonatal tetanus.

TheEliminateProject.org/give

ELIMINATE
maternal/neonatal tetanus
 **Kiwanis** | 

What Incentives are there out there for my club to GROW?

Did you know – on the back of the October issue of the Kiwanis Magazine there is the following announcement from the Formula Team –

A promotional graphic for Kiwanis. On the left, a blue vertical banner contains white text: 'KICK START THE NEW YEAR WITH THE FORMULA' at the top, followed by 'Sponsor a new member. Win a trip for two.' Below this, smaller text reads: 'Every time you sponsor a new member to a new or existing club between October 1 and November 30, you receive an entry for our drawing to win two round-trip airfare tickets to anywhere in continental North America. So what are you waiting for? Share your love for Kiwanis.' At the bottom of the banner, it says 'For more information, including eligibility, visit kiwanis.org/kickstart'. To the right of the banner is a photograph of two people, a man and a woman, standing on a balcony or walkway, holding hands and raising them in a celebratory gesture. They are looking out over a city skyline. At the bottom right of the graphic is the Kiwanis logo, which consists of a circular emblem with a 'K' and the word 'Kiwanis' in a bold, sans-serif font.

As it states above, visit kiwanis.org/kickstart to find out more information. You have nothing to lose and membership to gain!

The **Kiwanis Foundation of Canada** has again initiated its Growth incentives for Canadian clubs. If you go to www.kfcdn.org/new_club_grant.htm you will see the following –

NEW CLUB BUILDING GRANT



The new club building grant program will apply to every Adult Kiwanis Club Chartered after October 1, 2015 to September 30, 2017.

The Grant:

In the formation of a New Adult Kiwanis Club in Canada, of 15 New Members, the following grants will be provided:

- a. Upon proof of charter.
- b. \$750 will be donated to the Sponsoring Kiwanis Club's Service account
- c. \$750 will be donated to the New Club's Service account

At the beginning of the new club's 2nd year, the Foundation will contribute \$100 per new member above the clubs Charter membership.

Incentive Formula for Clubs Under Charter Growth

Kiwanis Clubs that achieve Charter Strength in 2015-2016 Kiwanis Year will receive a grant of \$100.00 for each member added, to a maximum of \$500.00 per club. This Grant will be provided once the membership report is received from Kiwanis International for the next Kiwanis year (2016-2017) confirming the club is charter strength or above. The same process will be in place for 2016-17 and terms apply for the following year (2017-18).

Submitted by Sheila Donald
District Education Chair
'because members need to know!'

The Kiwanis brand is all the things that define how people see us. It is the impact we have on communities around the world, and the emotion our words and actions instil in them. While much of our brand is defined by public and media perception, the visual brand is wholly within our control. As Kiwanians we need to protect and promote our brand. That's why we need your help. Below are 3 important steps we encourage clubs to complete.

STEP 1

Return to core and unify our look. The Kiwanis logo reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are. The Kiwanis "look"—including logo, colors and typefaces—is an important part of our brand. Remember a logo is like a 'trigger' it immediately connects you to your experiences with a brand. There are only two elements to our Kiwanis' "logo"; the seal and the wordmark and we own the trademark for both.



In order to protect our brand we encourage all clubs to revisit your Kiwanis brand signage both internal and external. When creating new material ensure we use only approved logos. Phase out the multiple images currently in use as your clubs material gets old and needs to be redone. For additional information on approved images, the Kiwanis brand book and your clubs free customised logo go to the Kiwanis website www.kiwanis.org/brand.

STEP 2

Appoint a member to chair your club's public relations committee. This chairman will organize all public relations efforts and manage news releases, help coordinate social media posts, identify local media and reach out to community newspapers, daily newspapers, radio stations, etc. We encourage you to appoint this chairman by **October 31, 2016** and report the person's name and contact details to Kiwanis International as the appointee receives a monthly email with tips and trends in getting messages to the media.

STEP 3

Utilise your District Resources. Do you need additional information on Image, Branding and Public Relations? We are here to help.

I Plan Image (Visibility) Chair	Marjorie Buck	mari.buck@sympatico.ca
Public Relations Coordinator Caribbean	Lisa Golding	goldinglisa@yahoo.com
Public Relations Coordinator Eastern Canada	Danielle Takacs	danielle.takacs@alumni.utoronto.ca



October 22, 2016

Save Lock One – Port Dalhousie

A St Catharines, Ontario Kiwanis Project

Port Dalhousie was the Lake Ontario terminus for the first three Well and Ship Canals. It allowed ships to ascend and descend the Niagara Escarpment while bypassing Niagara Falls and allowing them to pass from Lake Ontario to Lake Erie. Opening the Great Lakes to the Atlantic ocean via the St. Lawrence river Downtown Port Dalhousie is one of the few remaining 19th century canal villages left in North America. Lock 1 of the 2nd canal was constructed in 1845..predating Confederation and is situated in the heart of the commercial core. In operation until 1889, it was instrumental in the opening of Canada and the United States and helped usher in Confederation in 1867.



Although structurally very sound, the lock is suffering from decades of neglect. Port Dalhousie was designated a Heritage district in 2003 and efforts at saving and restoring some of the more important buildings and infra-structure has been undertaken, however there is still much left undone. The Kiwanis Club of St Catharines in partnership with community and local businesses have started the process of re-claiming this vital part of Canadian history.

This project will restore the Lock, turn it into a gathering place allowing for public access and to interact by building a tiered seating area. This Canal revitalization will also continue to educate people about the significant role it played in the history of Canada's emergence as a nation.

Much of the knowledge of the early canals has been lost to the text books and has faded from common knowledge. **Of particular significance in this project will be the completion of 4 statues to honour and commemorate the work of the thousands of "Canal Tow Horses"**. Anywhere from four to twelve horses would be harnessed to a ship in order to pull it the length of the canal. Their lives were misery coupled with drudgery and over the years countless numbers were sacrificed in the name of "progress". On a blustery day it was not uncommon for horses to be pulled over the edge by the buffeting ship and drown or be crushed against the limestone walls. This project will bring the story of the Tow Horse and the sacrificial lives they led for our nations benefit to the forefront of our communal knowledge.

Vote

Campaign ends November 15, 2016

Website to vote - savelockone.ca will take you directly to This Place Matters website for voting for our project. You will need to register your email to vote.

Remember Vote Every Day as each vote counts because **'This Place Matters'**.

cont'd

Save Lock One cont'd

Situated in the core of the commercial district restoring this lock will serve as a centre of gravity for the downtown core. Public seating and viewing areas will be included, as well as educational signage in order to ensure the historical significance of this place is never again lost to the people.



[How can YOU help!](#)

Our goal is to complete the first phase of this reclamation for Canada's 150th year of Confederation!. Your votes and donations are key for the revitalization of the lock to be completed as Niagara's birthday gift to Canada.

Website to vote - savelockone.ca will take you directly to This Place Matters website for voting for our project. You will need to register your email to vote.

Remember Vote Every Day as each vote counts because '**This Place Matters**'. Vote until end of campaign Nov 15th, 2016.

For further information contact Dennis Dahl President Kiwanis St Catharines dennisdahl1@outlook.com

Thanks
Kiwanis Club of St Catharines.

**KIDS NEED PEOPLE TO LOOK
OUT FOR THEM. #KidsNeedKiwanis**