

# New Jersey KIWANIAN

## *New Year of Service with Governor Anthony*



Outgoing NJ District **Governor Gordon Meth** congratulates 2016-17 **Governor Anthony Afitatti** on his appointment to the office while former N.J. District Governors and friends add their congratulations.



## **Recent NJ Club Growth Includes Middletown and Greater Mt. Laurel**

In one of **Past Governor Gordon Meth's** last reports in August, he spoke of one of the accomplishments of the New Jersey District. Specifically, he said of our growth, "N.J. Kiwanis is now 100+ net membership growth for the year, giving us one of the highest growth rates in North America." He continued, "Thank you to Joey **Giordano** and **Danielle Sammut** for their efforts in opening of the Middletown Club."

Assisting at the recent charter night of Mt. Laurel, above right, were **NJ District Secretary Gwen Walding** and **Governor Anthony** as well as past governors.

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### **RECENT EVENTS**

- 45th Anniversary of Kiwanis Club of Randolph Township
- Annual Golf outing on 9/19 of Club of The Haddons

70th  
Anniversary  
of Denville  
Club





Displaying the largesse of backpacks with school supplies, the Haddons Club reports that Operation Backpack was a great success.

## HADDONFIELD CLUB FILLS BACKPACKS

were also donated. This is the eleventh year the Kiwanis Club has provided backpacks to the Center for Family Services in Camden. “Club members have been shopping the sales for the past two months. Some even started shopping last September,” stated club secretary Milton Smith of Burlington City.

“The need this year is so great. We trust the Center for Family Services to find the 1500 local children who are in need of this school year ‘boost’,” noted club treasurer Margaret Henry-Parker.

Mary “Pat” Wilson of Haddon Township brought her grandson to help stuff the backpacks. “He always looks forward to this project, showing how we can help others in our community,” she said.



**Ongoing Projects...  
The Greater Westfield Area Club has committed to helping the Somerset Homes Project with items for foster care adolescents transitioning to independence. Their first drop off occurred in late June.**

**E**ager hands of Kiwanis Club members and friends made short order of exceeding their goal of 20 backpacks by stuffing 32 backpacks with school supplies for the Center for Family Services' “Operation Backpack.”

In August, the Club of the Haddons stuffed backpacks with crayons, pencils, pens, highlighters, rulers, glue, composition books, notebooks, binders, folders, pencil boxes and more. In addition, 40 picture books

## The Kiwanis Club of Greater Parsippany Recalls Annual “Touch-A-Truck” Event

The sunny afternoon of June 18 was perfect weather for the event which was well attended by many area families. The children sat on fire trucks, ambulances, garbage trucks, street sweep-



Committee Chairman **Nicolas Limanov** and **Edward Limanov** try out a motorcycle.

ers, Army trucks, police cars and more. The Morris County Sheriff’s Office also attended with their Crime Scene Unit,

Bomb Squad and K9 unit. They conducted demonstrations, gave tours and answered questions. Parsippany Rescue and Recovery and Parsippany CERT and RACES were also there demonstrating their services to the community in case of emergencies.

Customs and Border Protection Explorers Program issued Child ID’s.

When the children visited the Parsippany Police Department area, they received a badge from Parsippany-Troy Hills Police Chief Paul Philipps. Chief Philipps also gave the children a ticket which summoned them to the Dairy at Lake Hiawatha for a free children ice cream cone. Tech Toys showed off some of their remote cars, and other toys, and a DRONE flew over the event taking pictures.

This year’s chairman Nicolas Limanov thanked committee members who made the day successful and said, “It was a wonderful day watching all the children having fun, asking questions and taking pictures.”



## Perth Amboy Club Donates

### Backpacks on the Balcony

is a joint effort to equip students in the area for school starting with one backpack at a time! **Kiwanis Club of Perth Amboy** knows the benefits of partnering with companies and other organizations that get on board with a charitable effort.

**Above, NJ District Governor—Elect Rosemary Oarsley** and friend display the banner that shouts of that partnership.

It’s about kids. It’s about raising awareness of what they need and filling that need. It’s Kiwanis. It’s what we do, one community, one child at a time.

# Leadership Team Gets Up to Speed



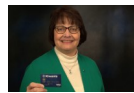
## NJ District Leaders Continue to Learn

Governor Anthony, Governor Elect Rosemary Oarsley, Formula Leaders along with District Secretary Gwen Walding recently met to become more familiar with the I PLAN, the Kiwanis International's growth plan for the future.



### Past Governor Gordon's Night with the Devils!

- Take up Immediate Past Governor Gordon's invitation to join him and other Kiwanians on 10/29 for the game!
- Seats are limited.
- Group seating at the game
- Contact him at Gordon.meth@nv5.com



### From Kiwanis International...

We are proud to introduce the new **Kiwanis Visa® Rewards credit card** from Commerce Bank.

Carry Kiwanis with you wherever you go and earn rewards while shopping. How? By using a Kiwanis affinity credit card for personal and club-related purchases.

Upon opening an account, you'll receive a gift code<sup>1</sup> to the **Kiwanis Family Store for \$30**. That's not all! When you continue using the card, Commerce Bank will contribute a percentage of all Net Merchandise Purchases<sup>2</sup> to the **Kiwanis Children's Fund**. It's another way to make serving children part of your everyday life.

You'll also receive these benefits:

- Earn unlimited 1% Cash Back<sup>3</sup>! A Cash Back redemption is applied as a statement credit.
- Earn 2% and 3% Cash Back<sup>3</sup> for purchase in select categories<sup>4</sup>



### Jersey's Lance Incitti Brings The Message Worldwide

International Trustee Lance has been around the world learning about the work Kiwanis is doing! Stay tuned for information he will share in the next NJ KIWANIAN.

## Kafe Mozart Donates to Child Abuse Prevention Program



Frank Cahill, at Kafe Mozart, accepts a check for Kiwanis Club of Greater Parsippany from the “Dine for Dollars” program held at Kafe Mozart. The check was a fundraiser for “National Child Abuse Prevention Program.”

The **Kiwanis Club of Greater Parsippany** participated in the annual Pinwheels for Prevention event. Karen DeChristopher and the committee, Young Children Priority One, placed signs and pinwheels throughout Parsippany that represent abused children of Parsippany-Troy Hills.

## Pinwheels for Prevention Project

Why Pinwheels for Prevention? For decades, market research consistently has shown that the public views child abuse and neglect as a serious problem. As a national organization whose mission is “to prevent the abuse and neglect of our nation’s children,” Kiwanis’ emphasis is to transform that awareness into action.

We now have that opportunity through the pinwheel, which reminds us of childlike notions and stands for the chance at the healthy, happy and full lives all children deserve.

Karen DeChristopher, chairman of Young Children Priority One, said “It was a great opportunity to help raise funds for ‘National Child Abuse Prevention Program.’ ”

Kafe Mozart offers the opportunity to non-profit groups to hold fundraisers every Monday to receive a percentage of the day’s proceeds.

Contact their club to hear more details of their worthwhile project that brings awareness and funds for their project.

## Did You Hear?

The **Kiwanis Clubs of Had-donfield** reports that \$1,000 in college scholarships were awarded to two students this past June. Funds for their upcoming 2017 scholarships were raised at the club’s annual golf outing.

**Kiwanis of Clark** distributed almost \$5,000 in scholarships to seniors at Arthur L. Johnson High School in June. The teens were honored at the annual Key Club Superstars Night. Many of the Clark club’s officers and members participated in the ceremony by presenting the awards and distributing gold stolls with Key Club emblems hat were worn over the graduates’ graduation robes.

The **Edison Club** reports that they had a successful fundraiser at Quaker Steak & Lube Restaurant in Edison in June. 15% of the profits from diners went to their funds.

The newsletter of **Toms River** reports that their “Shogun Legacy” new membership event was honored to have the town’s mayor speak about the importance of giving back to the community. Their club is part of the community service involvement locally as volunteers at the Toms River Salvation Army Soup Kitchen.

## A Message from our International Key Club Prez

### Greetings, New Jersey !

Not only did ICON 2016 mark the end to an amazing Key Club service year, but it also denoted the end to one of the most amazing years of my life. At ICON 2016 in Atlanta, Georgia, my term as an International Trustee came to an end. I was fortunate enough to work alongside 12 other equally amazing individuals who made this year remarkable. But not only that, I was able to serve the Carolinas, Missouri-Arkansas, and Pacific Northwest Districts.

But at the same time, as a trustee, I made it a priority not to forget about the village that raised me: the **New Jersey District**. After all, I would not be where I am now without the amazing support of the District. You all inspire me each and every day to do my best, because I know that you are living examples of the ideal Key Clubber.

Now, I am thrilled to announce that I had the distinct honor of being elected to the office of Key Club International President. You gave me your trust and I will not let you down. Together, we will revolutionize Key Club for the better. Together, we will see improved service, a stronger Kiwanis family, and increase expansion. When Key Clubbers of the future look back, they will remember the 2016-2017 service year as the defining moment during which Key Club rose to its fullest potential. And with that, I leave you all with this: Key Club is what you make it, so let's make it amazing!

### *Devin Sun*

#### Key Club International President



CONGRATULATIONS

### Noteworthy News

- ◆ The **Jersey City Club** is proud to announce that J.C. Kiwanian Tyrell Darby, above, became a Jersey City Police Officer recently.
- ◆ The Jackson Chamber of Commerce recognized the **Kiwanis Club of Jackson** as their selection for "Not-for-Profit of the Year."
- ◆ **The Kiwanis Club of the Haddons** have adopted a playground currently known as Wish upon a Star Park, in the Borough of Barrington that is in need of renovation. They will partner with the town to build an all - inclusive, Kiwanis branded play area. In addition to applying for grants, they will use funds from an open space grant that the town was previously awarded.
- ◆ The **Livingston Club's team**, below, has bragging rights as winner of the District's Golf Trophy!



# Note These Events

**Kiwanis Club of Greater Parsippany Foundation** is hosting a “**Grand Tasting**” benefiting the Camp Neveda, serving children with Type 1 Diabetes and other charitable projects.

**When:** Thursday, October 20 starting at 6:30 p.m. to 9:30 p.m.

**Where:** Hanover Manor, 16 Eagle Rock Avenue, East Hanover.

Cost is \$60.00 per person and includes a Dinner Buffet, Hors d’oeuvres, Fine Wines, Craft Beers, Single Malts, Select Spirits, Silent Auction and much more. Tickets are available through their website at [kiwanisgrandtasting.com](http://kiwanisgrandtasting.com) or call (973) 549-4185.

## BEACH SWEEPS

**On Kiwanis One Day!**

October 22, from 9a.m.—12:30 p.m. Open to all!

Turn the Tide on Ocean Pollution. Pre-register under “Kiwanis” at [CleanOceanAction.org](http://CleanOceanAction.org)

## OCTOBERFEAST

**Yes, FEAST, not FEST**

Monday, Oct. 24 from

6—9 p.m. in Glen Ridge.

\$50 per person. Call Carl from the Glen Ridge Club at 973-748-4020. Funds go towards Eliminate.



Kiwanis Club President **Connie Keller**, **Jessica Revolorio**, Outreach Supervisor, Somerset Home to Visions and Pathways and **Mimi Letts**, President Kiwanis Club Foundation. *Photo by Frank Cahill*

## The Greater Parsippany Kiwanis Club

Foundation recently made a donation to Somerset Home to Visions and Pathways. Accepting the donation was Jessica Revolorio, Outreach Supervisor.

Somerset Home has been helping abused, neglected and homeless youth since 1973. Each year, hundreds of teens from difficult family situations find a safe haven and the caring support they need in one of our seven programs for youth ages 13 to 21+.

The kids who come through the doors have broken lives. Somerset Home helps them put the pieces back together again. This is a great program for your club to assist.

*Irene Gibbons a New Jersey*

*Kiwanis Icon*

Remembering Irene



One of the very first women in Kiwanis, Irene brought her full spirit and person to everything she took on.

A past president of the Kiwanis Club of Caldwell-West Essex, Lt. Governor of New Jersey Kiwanis Division 13, New Jersey Kiwanis District Builders Club Administrator



**Kiwanis**  
The Kiwanis Club of Caldwell-West Essex





To get your club's news in the next issue, contact Susan Dougherty at

[crusadersue@hotmail.com](mailto:crusadersue@hotmail.com)

**Please do not send PDFs.** Must be Word Docs. For details, call Susan at 732-382-5367.

**It's Team  
Work at  
Its Best**

## **Kiwanis Club of Mt. Olive Township Honors Richard J. Moore, Jr., Kiwanian of the Year**

From left: Kyle Ropp (Secretary), Kelly Gregory (member / Rich Moore's fiancée), Rich Moore (President), Steve Rattner (Treasurer), and Jerry Sheard (VP-President Elect).

**O**n Thursday September 22 Frank Cannistra, Division 10 Lt. Governor, officiated at the Officer Induction ceremony for Lenape Valley and Mount Olive Chapters in Division 10.

At this meeting Rich Moore who recently underwent heart surgery, was honored as Kiwanian of the Year for the 2015 - 2016 service year.

At the Joint Installation night **Steve Rattner, Jerry Sheard, and Kyle Ropp** had the privilege of presenting their President, Rich Moore, as Kiwanian of the Year for the 2015 - 2016.

Words in his honor included... "It's no secret the countless amount of hours Rich commits to the club and supporting the community of Mt. Olive township and surrounding areas, all while managing a successful business and taking care of his family. This man is one-of-a-kind. We as a club have made the mistake of never formally recognizing Rich for all that he has done over the years. He has influenced many members, Key Clubbers, and children in positive ways." Secretary Ropp said, "I am excited to say we have remedied that mistake with this congratulation to Rich on being our Kiwanian of the Year."



For the fourth consecutive year, members of the Clark Club have assisted fellow Kiwanis members Sheree and Ron Pask (President) in their Miracles for Myeloma 5K Race at the Oak Ridge Park in Clark. To date, the Pask's efforts have raised hundreds of thousands of dollars for research that could help find a cure for the disease that Sheree is fighting. Key Clubbers run in the race and help set up and clean up every year.



# Getting Your PR Up to Speed

**F**or your stories to be relevant you should be constantly talking to new and potential members and thought leaders in your community to identify what they want to know. If you don't know who your potentials are or what they want, then the best your PR can be is a *guess*. If that's the case, you need to re-evaluate what you're doing. Everything in the first year is a test, after that you'll have figured out what works.

Doing a community analysis will help you; ask people where they spend their time and what they'd like to know about. Remember, it's more about the **quality** of what you write, **not the quantity**. Make sure any materials you create are framed in the bigger picture of those you wish to reach. Bounce ideas off of potential members and supporters to see what they think. Your release shouldn't be some scary, monolithic press-release; it's more a case of making sure what you're doing is interesting. Keep it under 300 words and quote people to make it interesting.

Make sure to contact people who either care about what your club is doing (bloggers, the woman who runs the local church or day care, for example) or have audiences that do (social media followers, website fans, community groups). Speaking to these people will amplify your message quickly and effectively.

Write the article that you'd want a journalist to write for their paper or magazine about your club/club's activity. Once you've got that, you can go to the writers/media before sending it to them and say, "Here's a story that's coming out next week. What do you think?" And take what they say to heart and value it as focused (free) 'consulting.' Remember, when writing anything for the purpose of getting media attention:

**Be really, really, really clear, simple and short** in what you put together.

**Include three points.** If you can't make those three points really exciting and make them 'pop,' then you need to go back to the drawing board.

Need some help? Contact:

**JoAnn Dixon**, NJ District PR Coordinator

Kiwanis International – [jdixonKiwanis@gmail.com](mailto:jdixonKiwanis@gmail.com) 973-228-4067

## Belated Honor for Clark Club

**Governor Elect Rosemary Oarsley** delivers a tee shirt to **Ron Pask**, the outgoing President of the Kiwanis Club of Clark whose club boasted the biggest percentage of growth for the year of 2015-16.

