



October 2009

Volume XXV

Number 1

George Hillard, Editor

saxonhillard@yahoo.com



## October Programs

### October 7

Invocation: Russ Olson

Introduction: Paula Bouchard

Speaker: Dr. Justin W. Bode

Topic: Back Pain is not the Focus of Chiropractic Care

*Chiropractic care is not limited to one symptom or ailment; rather, it addresses a number of symptoms and problems; Dr. Bode will educate us on the capabilities of chiropractic care.*

### October 14

Invocation: John Heckethorn

Introduction: Anita Alpenfels

Speaker: Dr. Susan Purser

Topic: The School Year

*We have all read about the challenges facing many local school systems this year. Dr. Purser, Superintendent of Moore County Schools will give us an update on the new school year, to include mission, vision, and goals.*

### October 21

Invocation: Diane Mead

Introduction: Howard Broughton

Speaker: The Honorable Susan A. Hicks

Topic: The Superior Court

*Susan Hicks became Clerk of the Superior Court on February 1, 2009; she will discuss the duties and responsibilities of her position.*

### October 28

Invocation: Jim Dawson

Introduction: Paula Bouchard

Speaker: Audrey Moriarty

Topic: Given Memorial Library

*Audrey Moriarty is the Executive Director of the Given Library, located on Cherokee Road in Pinehurst.*

We meet at noon on Wednesdays at the National Golf Club, Midland Road, Pinehurst. Prospective members will receive a free lunch!

## MEMBERSHIP AND GROWTH

At the September 16<sup>th</sup> Club meeting, President-Elect Charlie Carlton and Immediate Past President George Hillard presented a strategy and plan to address the Club's membership and growth issues. As with other service clubs, the past several years have seen attrition and little, if any, growth in numbers.

The long-term impact of this is clearly not acceptable if the Club wishes to pursue its critical mission of **servicing the children**.

While President-Elect Carlton will have other duties for the next two years, he and Hillard volunteered for a three-year commitment to work these issues. They are counting on a broad Club effort to implement a plan, find good candidates, and bring them into the Club. President Leigh Baggs, whose term of office begins October 1, has participated in the planning and came away from the recent District Convention with a critical idea: the Club's need for a **Signature Project**. More on that in a moment.

We have lost members over the past three years due to several factors, and they are fairly well known to all: economic conditions, advancing age, job relocation, and illness. We have gone from about 170 members on the books four years ago to about 125 as of this October. There will always be some turnover, as people change jobs or are transferred. In a recent successful recruiting year, one former president reported that 26 new members resulted in a *net gain* of **one** that year.

### The Solution

The solution will require lots of work, lots of ideas, and lots of members. For example, if each current member brought in **one new member** ...well, think about it! We know this: in Kiwanis, individuals report that they **stay** for the following reasons:

#### FRIENDSHIP

- Being part of a group which is **making a difference**.
- **Fun and fellowship** in the Club.
- Quality of the **Club Meeting**.
- The experience of **truly helping in the life of a child**.

These are, perhaps, subtle issues; however, they do seem to hold many of the answers. Thus, we will try to focus on activities and efforts which enable these conditions or needs to be met.



*At the September 16th meeting of the Kiwanis Club of the Sandhills, former President George Hillard and President Elect Charlie Carlton (2010-2011) discussed membership and growth issues. Different ideas were presented to increase growth and membership to better serve the children in our community and the world. A variety of ideas were proposed that will be explored by the new board to take effect in October of 2009. The mission of the Kiwanis Club of the Sandhills is to help children in our community as well as around the world.*

*Pictured (left to right): George Hillard, Charlie Carlton*

### Where do we start?

- Details and activities are being worked on as we speak (OK, as we **write!**) but here is the basic approach:
- SPREAD THE KIWANIS WORD.
- IDENTIFY CANDIDATES.
- BRING THEM IN.
- PUT THEM TO WORK.
- KEEP THEM.

And here are some thoughts about our meetings; many of these things have been done in the past. We can cover a lot of ground in **one hour**. Can't get there precisely by 12 noon? No problem--there will still be salad left but no guarantees on dessert! Can't come every single week? OK, but come when you can. Remember: from Steven Covey's *Seven Habits of Highly Effective People*: **It takes 21 days to form a new habit**. After a month of meetings, you **won't want to miss one!** Thoughts for the 12 to 1 Meeting:

- HAPPY BUCKS/GOOD NEWS REPORTS
- IN THE NEWS (Are you in the local paper? That'll be \$1 for the foundation.)
- MYSTERY KIWANIAN
- HISTORIAN (already a popular feature)
- PROJECT REPORTS (important)
- WEEKLY PROGRAM

Any other ideas?

### The Plan

Here is our "audience," our source of new members in our community:

- 20-35 young professionals and others
- 35-55 experienced business people, others
- 55- retired business/military/others

Whom do you know in each of these age groups? We are not trying to stereotype, but it seems to us that these distinct groups exist in our community, and we need members at all three levels of experience. The Membership & Growth

Committee will seek one member who will focus on each age group and figure out how to find promising candidates. Locating candidates is the first step.

Here are the things identified **so far** as important to growth and sustained membership (what have we missed? Other ideas?):

- **A SIGNATURE PROJECT, recognized in our community, as a Kiwanis project.**
- **ESTABLISHED GOALS: 3 AND 1. Reliable as the traditional oil can. 3 new members per month, one new member per old member.**
- **VISIT LOCAL GROUPS: Make Kiwanis Presentations.**
- **QUARTERLY KIWANIS SOCIAL HOUR: for members and prospective members; short presentations; meet and greet.**
- **NEW COMER GROUPS ; NEIGHBORHOOD GROUPS.**
- **ARTICLES AND PHOTOS FOR *The Pilot*.**
- **NEW FLYER/POSTERS emphasizing helping children.**
- **PRIZE for the most effective SPONSOR (a nice PRIZE!).**
- **REVIEW OUR *RAISON D'ETRE* FREQUENTLY.**

So this is the first cut. We have discussed this over the past several months, but we don't know everything! This Club is full of good ideas...and we have some files. And we will be VERY receptive to your input. We are about to start another Kiwanis Year. Now is the time, as we still have kids in Moore County...and beyond...who need our help.



## *Club Assignments*

### *Historian*

### *Invocation*

- |         |                 |
|---------|-----------------|
| Oct. 7  | Russ Olson      |
| Oct. 14 | John Heckethorn |
| Oct. 21 | Diane Mead      |
| Oct. 28 | Jim Dawson      |

## **BIRTHDAYS**

- |       |                 |
|-------|-----------------|
| 10/01 | Johnny Burns    |
| 10/01 | Mike McBrayer   |
| 10/04 | Jay Pittard     |
| 10/19 | Dick Tilley     |
| 10/24 | Ed Matney       |
| 10/24 | Ginny Thomasson |
| 10/25 | James Parker    |
| 10/28 | Larry Upchurch  |
| 10/30 | Landon Corbin   |

### **SNIPPETS OF PHILOSOPHY... or something ...**

*When it comes to chocolate, resistance is futile.*

*Make peace with the past so it won't screw up the present.*

*Take a deep breath; it calms the mind.*

*Get rid of anything that isn't useful, beautiful, or joyful.*

*It's never too late to have a happy childhood. But the second one is up to you and no one else. (What about the third or fourth...? Ed.)*

*Be eccentric now. Don't wait for old age to wear purple.*