



CAL-NEV-HA District Division 42 Newsletter

JULY / AUGUST 2016

Nick's Notes

#KidsNeedKiwanis

Summertime is convention time in Kiwanis. Here's what I learned at the Kiwanis International Convention this past June. The most important message coming from the home office is an emphasis on care in the use of Kiwanis branding and in building our brand in the community.

The last time Kiwanis International created a major branding campaign was almost 10 years ago! Remember "One Can Make a Difference; Are You the One?" This featured a series of videos about kids at play and what they would become in the future. But the problem with them now is, some of those "futures" are almost here! Then three years ago or so, the "I Am Kiwanis" videos came out, from a first-person member-experience point of view.

To build the first major new branding campaign in ten years, Kiwanis began with a lot of surveying of our image with the public, and what the public perceived as worthwhile attributes of a service club. From this, they decided that our messages need to communicate 5 ideas:

- √ Kids need people to look out for them.
- √ We are generous with our time.
- √ We are creative with our ideas.
- √ We are passionate about making a difference.
- √ And we have fun along the way.

What they came up with from this research is the #KidsNeedKiwanis campaign. And they didn't stop with just a slogan and a few videos. There are radio spots, poster-type ads, and pithy messages suitable for billboards, too. I encourage you to peruse these materials and think how you might use them in your own promotions. They are creative, funny, caring, and thought-provoking. And they're all about kids. Go to <http://www.kiwanis.org/kiwanisone/promote-your-club/kiwanis-brand-style-guides>.

But no media messages are going to drive new members into our clubs. The best they can do is create a favorable image. What we need to do is to **show** our communities why kids indeed really do need Kiwanis. We do this through our service projects - both for the benefit of kids, and by involving kids in doing service. A great way we promote the latter is by sponsoring Service Leadership Program clubs in our schools. And school starts in just a few weeks. Is your club ready to support your SLPs? Have you made an appointment to meet with the school principal(s) before classes start? Do you have an active committee for each SLP - with one member as the official Advisor who is adequately prepared and willing to attend every meeting of their SLP? Are you prepared to have a planning meeting with each SLP's officers, and to foster mutual involvement in each other's projects? These are all Requirements from the sponsorship agreement entered into for each SLP club! See? Kids really DO Need Kiwanis. Now get out there and have some fun!

Nick Esser, LTG



LOVE IT. SHARE IT. LIVE IT.

Nick Esser

Lieutenant Governor
2015-2016

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A monthly publication for
and about the Kiwanis Clubs
of:

Camarillo
Carpinteria
Conejo Valley
Moorpark
Oxnard
Santa Barbara
Santa Paula
Santa Susana
Simi Valley
South Coast
Thousand Oaks
Ventura
Ventura Suburban

Kiwanis of Conejo Valley



The 10th anniversary of the chartering of Conejo Valley Kiwanis was on May 31. We celebrated the event on Friday, June 3, with a classic Italian dinner at the home of Sonia Agresti and David Yeomans. Paul Campbell received a richly-deserved Tablet of Honor for his outstanding service and dedicated leadership to Kiwanis and to our club as its founder. The five Past-Presidents who attended were (l. to r.) Marty Campbell, Dee Talley, Laura Fair, the Rev. Betty Stapleford, and Ken Walker.



On June 12 we held a fundraiser at Pinot's Palette in Westlake Village that included wine and a step-by-step lesson in creating paintings that we proudly took home.



As we do every year, we put on a BBQ picnic lunch for the foster parents and kids of Ventura County Children's Services on June 25 at Dover Hendrix Park.

In partnership with Lutheran Social Services, on July 28 we served dinner and prepared sack lunches at Emmanuel Church for 35 people in need, as we do every other month.



Moorpark Kiwanians and Key Club serve veterans and guests at the Memorial Day ceremony.



Kiwanians Mark & Ute Van Dam, and Kim & Ken Simons attended the Moorpark Boy's at Girl's club fundraiser "Feast of the Beast" at Cafe .



One's trash is another's treasure! Our club made a chunk of change at a neighborhood garage sale.



Moorpark Kiwanis selling soft drinks at 3rd of July celebrations at Arroyo Vista Park.

Coming Events:



65th Annual Kiwanis Fiesta Pancake Breakfast



Saturday, August 6
Alameda Park
7:00am-noon

This will be the last year for our signature event that we are most known for in the Santa Barbara community. We serve thousands and thousands of pancakes on this Saturday morning. Come join us for breakfast!



Mentor BBQ Thursday, August 18

Our BBQ team is up again! We will be providing the meal for the Mentor program of Fighting Back section of Council of Drugs and Alcohol (CADA). Event is from 5:30-7:30pm at Elings Park, Godric Grove Area.

The Fighting Back Mentor Program involves community members who want to make a difference by developing positive relationships with at-risk youth in our community. Many youth simply need someone to listen and provide encouragement. Mentoring is a great way to change a young person's life by offering just one hour per week of your time. We celebrate everyone's involvement in this great program. Mentors do make a difference!



Nine deserving students from Apollo, Royal and Simi High were awarded scholarships from Kiwanis Club of Simi Valley on June 15th. The scholarships awarded totaled \$12,500 and can be used to seek a baccalaureate degree or attend a technical or specialized trade school.

Shown left to right: Kelley Lam, Magali Pires, Kyra Hoolihan, Skyler Ruesga, Jonathan Chang. Other winners not pictured: Eduardo Almanza, Anthony Dang, Jeffrey Ho, Arizona Veazey.



At our evening meeting on July 8, we held our semi-annual presentation of donations to local charitable organizations. Checks were presented to the Simi Valley Boys and Girls Club, the Simi Valley Free Clinic, the Samaritan Center, the Simi Valley Education Foundation, and the Simi Valley Family YMCA. Donations to these organizations totaled \$9,900.

At the left, President Michele Bennet congratulates Betty Eskey of the Samaritan Center. At the right, Fred Bauermeister of the Free Clinic holds up a donor poster for our members to sign.

In June we went up and over San Marcos Pass to feed the bike riders in the annual People Helping People bike-a-thon fundraiser.



We were all smiles before the 105 degree heat took its toll.



The BBQ-ing was one HOT challenge ... but at least we weren't biking!



Bikers and Volunteers were fed, so with our mission accomplished we're still smiling, but very tired, overheated, and looking forward to nice cool showers!



Our newest member, Tim Smith, gives our club an international and patriotic flavor. He not only volunteers with our South Coast BBQ's but also is a Voluntario in Sevilla, Spain, and was in the Santa Barbara 4th of July parade with his daughter Jacqueline and one red hot car!



A CHANGE IN OFFICERS—Due to the fact that President-Elect Frank Fabrega moved to Orange County midyear, the officer situation in Thousand Oaks changed. Katy Porter, right, moved up to President Elect and Larry Levine, above, was installed as Vice President. Their career experience means the club is in good hands.





Division 42 Clubs & Meetings

Please confirm the meeting place and time with the Club Secretary if you are planning a visit.



Camarillo

Meeting: Round Table Restaurant, 880 Arneill Rd.,
1st Tuesday 6:00 pm; All Other Tuesdays 12:00 pm
President: Peter Johnson
Email: petewj@verizon.net Ph: 805) 443-0189
Secy: Cecelia Rexford P.O. Box 533 (club address), Camarillo, 93011
Email: aachskiwinsadvisor@gmail.com Ph: (805) 766-3534 Cell
(Text preferred)

Carpinteria

Meeting: Memorial Bldg., 941 Walnut Avenue,
2nd Wednesday of the month @ 7:00 pm
President: Dorinda Macias
Email: dorim@cox.net Ph: (805) 680-4581
Secy: Rosana Swing
Email: rsrdswing@gmail.com Ph: (805) 680-2670

Conejo Valley

Meeting: Bandits Grill and Bar
589 North Moorpark Road, Thousand Oaks
Tuesdays 11:45 am
President: Dee Talley Email: detalley@pacbel.net
Ph: (805) 660-2839 Cell (Text preferred)
Secy: Roger Klausler Email: rklausler@gmail.com

Moorpark

Meeting: Moorpark Chamber of Commerce, 18 E. High St.,
1st Mondays 7:00 pm
President: Bryan Lee Email: bdlnotary@gmail.com
Ph: (805) 402-0177 Cell
Secy: Tom Anderson Email: tqanderson@roadrunner.com
Ph: (805) 708-6454

Oxnard

Meeting: The Tower Club, 300 E. Esplanade Dr., 22nd Floor
Thursdays 12:00 pm
President: Jay Duncan Email: jay.duncan@ci.oxnard.ca.us
Ph: (805) 794-5298 Cell (Text preferred)
Secy: Daniel Martinez—call to schedule visit
Email: Daniel.martinez@ci.oxnard.ca.us Ph: (805) 844-9145 Cell

Santa Barbara

Meeting: Mesa Café, 1972 Cliff Drive, Santa Barbara,
Wednesdays 12:00 pm
President: Eduardo Cué Email: ecue@cadassb.org
Ph: (805) 563-1594
Secy: Anita Dominocielo
Email: vol@volunteersb.com Ph: (805) 451-2928

Santa Paula

Meeting: Zapparelli's Pizza, 598 W. Main St., Santa Paula,
Thursdays 12:00 pm
President: Carol Wood Email: trukncar@aol.com
Ph: (805) 535-8323
Secy: Ken Stock Email: kwstock85@gmail.com
Ph: (805) 407-7446

Santa Susana

Meeting: Junkyard Café, 2585 Cochran St., Simi Valley,
Wednesdays 12:15 pm
President: Judy Bertoniere Email: bonniebrae@sbcglobal.net
Ph: (805) 583-4663
Secy: Gary White Email: bflatgary@sbcglobal.net
Ph: (805) 660-7446 Cell

Simi Valley

Meeting: Junkyard Café, 2585 Cochran St., Simi Valley,
Wednesdays (except week of 2nd Friday) 7:00 am
After-Hours meeting - 2nd Friday of Each Month, 6:30 pm
@ Boys & Girls Club of Simi Valley 2850 Lemon Avenue, Simi Valley
President: Michele Bennett Email: michy7777@msn.com
Ph: (805) 732-3103
Secy: Mary Martin Email: fmmartin7@sbcglobal.net
Ph: (805) 527-0760

South Coast

Meeting: IHOP Restaurant, 4765 Calle Real, Santa Barbara,
CA 93105, Tuesdays 6:30 pm
Co-Presidents: Joe Bailey Email: joe-fisherman@hotmail.com
Ph: (805) 729-2644
Rich Ayling Email: richayling@mac.com Ph: (805) 453-1258 Cell
Secy: Bill Bailey Email: bill@jwbailey.com Ph: ((805) 687-0843

Thousand Oaks

Meeting: Palm Gardens, 495 Ventu Park Rd., Thousand Oaks
Wednesdays 7:15 am;
ALSO—Social Mtg. "First Friday" night each month; location varies
President: Mike Mathews Email: mathews.mike@yahoo.com
Ph: (805) 492-2133
Secy: Gloria Dyok Email: gloriadyok@verizon.net
Ph: (805) 402-1297 Cell (Text preferred)

Ventura

Meeting: Poinsettia Pavilion, 3451 Foothill Rd., Ventura,
Fridays 12:00 pm
President: Judy Mullins Email: judymullins0604@gmail.com
Ph: (805) 648-1733
Secy: Matt Kohagen Email: revmrk@aol.com
Ph: (805) 795-1445 (cell)

Ventura Suburban

Meeting: Marie Callender's Restaurant, 1295 S. Victoria Ave.,
1st & 3rd Wednesdays 6:30 pm
President: Brendan Hendrick
Email: kiwinsda2000@aol.com Ph: Home: (805) 642-8661
Secy: Tracey Hendrick Email: tnbhen@aol.com Ph: (805) 642-8661



DIVISION 42 CALENDAR OF EVENTS



July 30, 2016

CLE @ The Arc-Camarillo
280 Skyway Drive, Camarillo

AUGUST 2016

No DCM—District Convention



August 6, 2016—Santa Barbara Kiwanis: 65th Annual Fiesta Pancake Breakfast

AUGUST 11-13, 2016

Cal-Nev-Ha District Convention - Las Vegas, NV

August 20, 2016—Ventura Kiwanis Club: Cool Breeze Century - Coastal Bike Ride

August 25, 2016—Thousand Oaks Club: BrewFest

SEPTEMBER 2016

No DCM—Installations

September 25, 2016—Simi Valley Kiwanis: Cowboys and Cabernet - Wine Tasting

