

**KIWASSEE**  
July 28, 2009

**SMOKE SIGNALS**  
kiwassee.org

**KIWANIS**  
Volume XX No. 39

**CHAIR:** Ray Senesac    **INVOCATION:** Jim Schroeder    **MUSIC:** D. Winegardner/Jack Higgins  
**PIG:** Don Winger    **MAILER:** John McClellan    **EDITOR:** John Mier

#### CALENDAR

August 4      New member orientation, 1:00 p.m.. Dick Skochdopole.  
August 12      Kiwanis night at Loons game, 7 p.m..(tickets are \$9 each).

#### ANNOUNCEMENTS AND PRESENTATIONS

\*\*\*Penny Ecarius asked members to bring new pillow cases to the meeting next week, to be donated to Midland Quilters. They will make them into dresses for low income children.

\*\*\*Dick Skochdopole announced that he will conduct a New Member Orientation program after the meeting next week (August 4). Anyone is welcome—should last about 45 minutes.

\*\*\*President Senesac introduced Key Club Lt. Governors Allison Main and Maggie Justus, who thanked Kiwassee for sponsoring their recent trip to the National Key Club convention in Dallas. They both enjoyed the experience, which included a number of workshops (such as leadership skill training) that were interesting and useful.

\*\*\*Stu Bender announced that Midland placed in the top three “Best Tennis Towns”. The winner will be announced at the U.S. Open. Stu also corrected a SMOKE SIGNAL error from last week. He will represent Michigan in the tennis event (80-84 age bracket) at the National Senior Olympics, which will be held soon in California. GOOD LUCK STU!!

\*\*\*Cal Hoerneman reported that 20,000 place mats (advertising the Kiwanis Travel and Adventure programs) can be obtained for about \$600. Several local restaurants have agreed to use them. The place mats would also contain ads for about 10 other businesses (for \$100 each). Cal needs suggestions for businesses that might be interested in this opportunity.

#### ERIN LAUDERBACH ANNOUNCES NOVEMBER PARENT CONFERENCE

Penny Ecarius introduced Erin Lauderbach, who announced that the Midland County ESA will sponsor a special (all day) Parent Conference to be held on November 7. The morning will provide parents with the opportunity to attend work sessions concerning a number of relevant subjects. The afternoon will feature a Nationally known speaker, Dr. David Walsh, who will speak on (1) how to instill self discipline in students, and (2) how to parent effectively in an “on line” world. The Midland County Intermediate School District is partnering with Northwood University in this important opportunity for parents.

#### JESS ATWELL TALKS ABOUT MIDLAND TOMORROW

Jim Schroeder introduced Jess Atwell, who is the Economic Development Manager for “Midland Tomorrow”. This is a tax exempt economic development corporation for Midland County which is sponsored and supported by 70 private investors. Its primary function is to research and target specific companies that could find opportunities in Midland County, and to develop relationships with them. Jess gave a good example of this with Evergreen Solar, which is a Massachusetts company involved in solar energy. They saw Midland as a good fit, and located a \$55 million facility with 100 employees that is now in the process of starting operations. Midland Tomorrow is also partnering with Bay and Saginaw counties to develop the Great Lakes Bay Economic Development Partnership. The organization is also involved in the “Synchronist Business Information System”, which is a proprietary data base that tracks significant business and technology trends. Another strategic initiative focuses on maintaining Midland’s attractiveness to new businesses. Midland Tomorrow currently has an annual budget of about \$800,000 with a staff of five people.