

## CALENDAR

**Thursday, October 27:** ROCK Fundraiser, Valley Plaza, 7-9 pm (Doug Snoddy/Jim Rajewski)

**Wednesday, November 9:** YWCA Women's Empowerment Symposium (Carolann Guillemette)

## ANNOUNCEMENTS

**Karen Adams:** Young Children Priority One committee will meet at 11 a.m. next week, before the regular meeting.

**Martha Briggs:** Sign up to attend an AKtion Club meeting; the next one is next week, October 26.

**Roger Briggs:** Turn in your annual \$45 Michigan Kiwanis Foundation contribution to Roger in the next few weeks. The Kiwassee Foundation will meet after today's regular meeting.

**Jack Higgins:** Consider donating to the Michigan Kiwanis Foundation's Thomas Oliver Holiday Greetings Program; the deadline is November 5. NOTE: This donation is separate from the annual Michigan Foundation Roger Briggs is collecting.

**Cal Hoerneman:** The first T&A program is tonight! Turn in all materials and money if you haven't already done so.

**Larry McCoy:** Have your picture taken for the updated Kiwassee Member Directory today and for the next few weeks. Club News and Publicity committee will meet after today's regular meeting.

**Rudy Phillips:** Junior Youth committee will meet after today's regular meeting.

## PROGRAM: Fred Honerkamp--President's State of the Club and Goals for 2016-17

Fred introduced the Executive Team: President-elect Doug Snoddy, who will work with the club's budget and Vice-president Roger Moll, who will conduct a membership audit; as president, Fred will facilitate our weekly and Board of Directors meetings and represent the club in the community and throughout the state. Working together this way will ensure a smooth transition from this year to next year.

Fred used the acronym **SWAT**, which in our case stands for Strengths, Weaknesses, Apportunities (!), and Threats.

**STRENGTHS:** We are a well-established club with a great reputation. We have a strong and involved membership base. We are rich in experience and financially sound, with the ability to raise significant funds. We are selfless and generous with our time and money funds. We share a deep affection for each other. We are an exceptional organization.

**WEAKNESSES:** Our membership base is declining and our average age is increasing, diminishing our ability to be actively involved in many sweat-equity projects. Our fundraising initiatives are in transition: the viability of Travel and Adventure is in question, with no replacement at this time. Key members face burnout (the "20% do 80% of the work" maxim). Our "brand awareness" is weak; folks know about Kiwanis, but not necessarily about Kiwassee.

**APPORTUNITIES:** Membership can increase through the new Young Leaders "Partners" program; we'd like to see six or more new members from this group. Our signature fundraiser, the Flag Program, can increase our brand exposure. New members have accepted key leadership roles. As the economy improves, we and other service clubs may see increased involvement and support. We can improve our use of co-branding and leveraging with other groups.

**THREATS:** Anticipated Dow and Dow Corning layoffs may require some members to relocate. Interest in service clubs is declining. We need to replace key members who have left the club.

In summary, Fred identified four "musts":

**Retain current members:** continue to focus on helping children, work to make our meetings more interesting and engaging, and maintain the high degree of fun and camaraderie we currently enjoy.

**Engage new and younger members:** ask them to participate in projects that fit into their schedules, challenge them to take on leadership roles, encourage them to join committees, and connect Kiwassee to Circle K and Key Club via projects, initiatives, and advisors.

**Grow our brand recognition:** put our name on grants and sweat equity projects, encourage members to wear Kiwanis clothing at both Kiwanis and non-Kiwanis events, continue and expand our use of local media to promote our club, support larger projects worthy of branding, and seek co-branding initiatives to add value to our brand.

**Expand our fundraising ability:** replace T&A and increase golfers & sponsors for the annual golf outing; seek major corporate sponsors for the Flag program and address the need for a larger worker base for this labor-intensive project.

The membership audit will help members marry their strengths and abilities with the club's needs, and a club career path will help them prepare for key leadership positions. We need to increase membership by 2 for each member that leaves the club. Fred announced that, as Membership Advisor, Mike Cronenberger will lead us in best practices and overall membership development, in particular working with the committees in this effort.

**Here's to a fun and productive year!**