



Kiwaniis®



Issue 2: November 20, 2019

CAL-NEV-HA Division 36

~THE TORCH~

Kiwaniis Branding

Who here has had someone ask them, "What's Kiwanis?" Maybe you were wearing your pin or told them about something relating to Kiwanis. They asked, "What is that?" Your thought was...*how can you not know about Kiwanis?* If you say something such as, "We are an organization similar to Lions or Rotary", this person will say, "Oh, right." They know about those organizations, but not Kiwanis. I have had these interactions myself. Every time this happens, I am still surprised that Kiwanis is not better known to the public.

The final straw for me was spell check/auto-correct on my computer. While I was certain I had spelled Kiwanis correctly, the program underlined the word. So, out of curiosity, I moused over and checked what the program liked better than Kiwanis. The list of recommendations was: *Iranian, Kawanee, Miamian, Iranians, Kwanza.*

What does this list tell you? It tells me that Kawanee and Kwanza are better known words to my word processor program than Kiwanis. Neither of these words can be found in daily conversation.

So, what can we do about this? We need to get the word out. In this case, the word is **Kiwaniis**. How many of you have Kiwanis identification on your vehicle? I will admit that I do not have any Kiwanis identification on my Slingshot. But, I have three Kiwanis logos on my truck. We also have sticker on each of our other two cars. Do you wear your Kiwanis pin at times other than a meeting or DCM? Do you send picture and/or stories to the newsletter? Do you post anything to a Kiwanis web site or page? Do you invite people to your meetings or projects?

And lastly, do you look for projects or activities where Kiwanis can work with other organizations or clubs? Have you considered a joint event or project with Lions or Rotary? How

about your local church? How about your little league or local youth football? Does your club sponsor a youth program? Contact the local little league and offer to do service during games. Get the "K" in front of all those parents in the stands. Do you ask your SLP member's parents to your meetings? If you volunteer at an SLP function as a chaperone, do you interact with the parents that are there? Let's get the word out: **That word is Kiwanis.**

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I would like to apologize for not being 'here' completely for the last month. While I realize my family experienced extenuating circumstances, I was still not completely available. I want to thank all of you that have forborne my partial absence from my duties. I would also like to take this time to thank those that attended my son's memorial in Riverside. I was shocked at the number of people that turned out for him. There were about 200 people there, about double what we expected.

Thanksgiving is upon us. Aside from the Christmas commercials, please take a moment to reflect on the bounty our country has allowed us to experience.

Having said that, we do look forward to the next holiday. Highland Kiwanis has allotted a four window for Division 36 members to perform service on December 10. Please feel free to volunteer if you are able.

The division will be feeding the Key Club volunteers working on the Rose Parade floats on December 28. Please contact me or Bob Erikson if you would like to participate.

On December 30, the Kiwanis Club of Pasadena and the Kiwanis Rose Float Club of Pasadena will host a luncheon for KI President Daniel Vigneron at the Salvation Army facility at 900 E. Walnut St., Pasadena, CA 91106. The cost is \$35 per person, \$30 for sponsored youth.

Please send payment (payable to Kiwanis Club of Pasadena) and RSVP to Craig Wallace, Treasurer, at 909-210-3250, fax to 626-577-9361 or email to cWallace@m-k-m.com. Mail your payment to Craig Wallace at to PO Box 50484, Pasadena, CA 91115.

So many more things are happening that I do not have room here to expound upon. Make sure you are at the DCM to hear all the details.

Don deBourguignon
2019-20 Lt. Governor

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2019 BARNES & NOBLE BOOK FAIRE

The fun begins on Sunday, December 8! At 1:00 PM/ On December 8 Meet Santa and Mrs. Santa! It all begins at 1 PM. At 1:30, Division 36 will party in the store with Lt. Gov. Don Don, who will entertain highlights from the past year of clubs helping children read and grow. This will be a fun, super interclub. Plus, hundreds of books already amassed by the Barnes and Noble Book Drive, will be distributed to each club in attendance.



Our in-store fundraiser will also begin on December 8 in the Redlands store. Say "Kiwanis" and a generous percentage will go toward our fundraiser. Please tell your friends and family to shop in this Redlands Store on Sunday, Dec 8, between 10:00 AM and 11:00 PM. The online fundraiser also begins on December 8 through December 14 at www.barnesandnoble.com Be sure to use our Book Faire code number: 12477824.

RIALTO CLUB'S HALLOWEEN EVENT



Key Club members from Rialto High School helped give out candy and prizes as children played the Ring & Toss game at the Rialto Halloween Hi-Jinks for the Kiwanis Club. Also pictured above are members Columbus Singletary and Club Secretary Larry Westcott along with Lt. Governor Don and First Lady Diane.

FONTANA CLUB VOLUNTEERS AT ELEMENTARY SCHOOL EVENT



The Fontana Kiwanis Club gave away colored pencils to kids at the Fox Fair, held at Falcon Ridge Elementary School in Fontana. The children were boldly attired in various Halloween costumes. Gloria Echandi and Jason Zara were two of the eight Fontana Kiwanis Club volunteers who ran the game booths at the Fair.

HAPPENINGS UP THE MOUNTAIN



The Big Bear Kiwanians had a Spooktacular fun time passing out candy in the Village on Halloween Night. There are always thousands of kids of all ages who take advantage of the safety and easy availability of goodies in the Village where the streets are closed and most merchants are generous as well. Pictured are the Kiwanians led by "Inspector" Scott Anderson, a lineup of waiting candy seekers and our 'littlelist' firefighter protecting us!



The Big Bear Club provided teddy bears to the Kindergarten and 1st grade classrooms in Big Bear for "Hug a Bear" day, which fell on November 7. The bears were gifted to four elementary schools, which received 18 bears. Everyone was so excited to receive them. ***FYI: Multiple quantities of Logo Bears can be purchased through MSteddybear.com (a wholesale website).***

Need more help for that special project than you've got members? Then, let other clubs know about your projects. Maybe you could get a little help from other clubs by letting Division 36 clubs know what you've been doing or plan to do. Get your activities in our monthly Division Newsletter, the "***The Torch***". Brag about your club, share ideas, or get some needed help. Got new members? Please send in your member induction ceremony pictures or a picture of the new member. Have your articles, announcements, and pictures in to the editor on the Friday prior to the next DCM.



Presidents, please assign someone in your club as your club's 'reporter' and have that member email your club's news to the editor, **Carole Coley**, at **c.coley11@verizon.net** as soon as possible after it happens and reward that reporter at the end of the club year.

Yucaipa Valley News



At the "Make a Difference Day" event in Yucaipa, Yucaipa Valley club members and Yucaipa High School Key Club members planted trees with at soon-to-be Five Winds Park. Here's Club President Greg Wessels with fellow Kiwanian Ray Casey, Yucaipa City Manager. "Make a Difference Day" took place on October 26, 2019 and is a national day of helping others. Anyone, young or old, individuals or groups, may carry out a volunteer projects that helps others. Ironically, October 26 is also Kiwanis One Day, which is now held on the fourth Saturday of October!

DIVISION COUNCIL MEETING AND HOST SCHEDULE FOR 2019-2020

DATE	HOST CLUB(s)
December 18	Yucaipa Valley
January 15, 2020	East Rialto
February 19	Rialto
March 18	Fontana
April 15	Greater San Bernardino
May 20	Redlands Evening/Redlands Morning
June 17	Cooley Ranch
July 15	Redlands
August 19	Big Bear
September 16	San Bernardino

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Email your pictures and articles to the Editor for publication by the Friday prior to the next DCM.