

THE BUILDER

KIWANIS CLUB

of Healdsburg



FOUNDED NOVEMBER 3, 1923

February 2010

Volume 86 No 6



PANCAKE BREAKFAST ADS: Rich Iverson, chairman of the 54th annual Pancake Breakfast Advertising Sales Committee, goes over instructions with Jan Gianni and pointing out some sales techniques. (Please see article on page 3).

Innovative Membership Drive Underway; First Evening Meeting Set for February 23

Starting off with a half page colored advertisement in the Healdsburg Tribune, followed by a front page article in the Tribune by Tribune editor Kerrie Lindecker, Membership Drive chairman Rick Norman and his committee have undertaken an innovative and novel approach to bringing new members into the club. The new proposal, with the concept of making the club more accessible to area business and professional residents will consist of three luncheon meetings and one evening meeting. The first evening meeting will take place at 7 p.m. on February 23 at the Villa Chanticleer annex. Dick Bugarske, program chairman, is hoping to bring new and exciting programs and speakers, especially to the evening meetings.

Under the new program there will be a number of categories – regular members, senior membership and associate. The dues structure will also change with the new program beginning April 1. Regular members will pay \$120 a quarter, down from the present \$160, senior members will be charged \$60.00 a quarter and when they attend \$13.50 for the lunch. Associate members will also pay \$60.00 per quarter and will opt to pay for a meal. There will be no meal served at the evening meeting.

President Loretta Strong who has enthusiastically endorsed the new proposal urges all the members to be active participants. She stressed bringing a friend, relative, business associate, church member, volunteer organization personnel to let them see how we operate and what our mission is. We are here to help the children and youth of our community and the more members we have the more we can do for the community. Rick announced that he had received 4 responses so far to the advertisements.

The committee suggests that you never recruit someone to join Kiwanis. Instead, invite them to be your guest at a meeting or to join you to

work on a service project, The experience of meeting other club members and seeing Kiwanis in action will make them want to join.

Remember that someone once liked and respected you enough to ask you to be their guest at a meeting. Keep that spirit alive as you continually look for opportunities to invite potential members to be your guest.

And, finally, **JUST ASK !.**

Calendar

February 2: Regular luncheon meeting at 12 noon at the Villa Annex.

February 7: Geyserville Kiwanis Club Pancake Breakfast, 7 to 11 a.m. at Geyserville Education Center.

February 9: Regular luncheon meeting, 12 noon at the Villa Annex.

February 16: Regular luncheon meeting, 12 noon at Villa Annex.

February 18: Board of Directors Meeting, 7 p.m., Conference Room at the Healdsburg Police Station

February 23: Evening meeting, 7 p.m. at the Villa Annex.

The Healdsburg Kiwanis Club meets Tuesday noon at the Villa Chanticleer Annex. For information about the Healdsburg Kiwanis Club contact Loretta Strong, president at 433-6139 or Phil Luks, secretary at 433-8005

The Builder:

The Official Publication of
The Healdsburg Kiwanis Club
Box 1156, Healdsburg, Ca 95448

OFFICERS 2009-2010

Loretta Strong, President
Robert Taylor, First V.P.
Richard Bugarske, Second V.P.
Phil Luks, Secretary
Albert (Pete) Peterson, Treasurer
Dennis Gary, Immediate past
President

Board of Directors

James Colgan
Hunt Conrad
Ron Doble
Harry Jackson
David Jones
Rick Norman
Martin Silge
Tim Tuscany

Memorial Scholarship

Board of Directors

John Bippart
John (Jack) Brandt
Dan Maraviglia
Charles Reichel
Dennis Stead
THE BUILDER
Arnold Santucci, Editor
Richard Iverson, Member
Vincent Ciolino, Member
Cullen Wilder, Member

Happy Birthday:

Mario Lucchesi – Feb. 1
Charles Reichel – Feb. 7
Edgar Deas – Feb. 8
Cullen Wilder – Feb. 8
Randolph Collins – Feb. 11
George Clough – Feb. 28

Kiwanis Anniversaries:

Congratulations to the following
members who joined the Kiwanis Club
during the month of February..
2-21-84: Arnold Santucci
2-1-00: Mario Lucchesi
2-18-03: Ken Scharer
2-28-06: Ken Rochioli

The President's Message:

**Good Hearts, Calm Heads, Great Deeds –
Always The Hallmark of our Club**

By Loretta Strong

Dear Healdsburg Kiwanians:

I am always astounded and a little humbled by the spontaneous and innate generosity of our Healdsburg Club members, Just a few hours ago at our luncheon meeting I threw out a pledge challenge and within minutes we had marshalled \$872 in contributions and a \$700 match from the club board for Haiti Earthquake Relief. Also in the offing is an equally large pledge from our Healdsburg High School Key Club whose members are children themselves and obviously have been riveted by the heartache and tragedy of their young peers. This is why we are Kiwanians and why we have chosen to serve the children of the world, one child, one project at a time.

This is a time of reflection for me and a great opportunity for all of us. We have sounded the call and the door has been thrown wide open. A month from now we will showcase our club at our first evening meeting and I sincerely hope that everyone of you will be there as a proud member of the Healdsburg Kiwanis Club. Think long and hard who you want to invite to join you as a guest on February 23rd because after all it does take a special person to become a Kiwanian. Good hearts, calm heads and great deeds have long been the hallmark of our club, This will be a great evening and the first step to broaden the arc of our influence (Please see page 4)

**Board Hears Report On Financial Condition
of Scholarship Fund, Approves Donations**

Dennis Stead, a director of the Healdsburg Kiwanis Memorial Scholarship Fund, advised the club's board of directors at the January 21 meeting that the Fund had a fiscal-year end (9-30-09) value of \$153,390, with approximately \$9,000 more value as of January 21. He said that the Fund had received \$5,850 in interest, dividends and contributions during the prior fiscal year and that the net profits for the 2009 Foot Race were approximately \$5,500. Dennis added that on a preliminary basis the Scholarship Fund board was anticipating that \$5,000 would be available for distribution for high school scholarships in 2010.

In other business, the board approved a donation of \$500 to North County Community Services for the purchase of shampoo and soaps for the residents of Victory Apartments which include transitional and low income housing and for fund raising brochures.

Also approved was a contribution of \$100 to the Ann and Art Weaver Division 32 Scholarship Fund which chooses one division club annually and enables that club to make a substantial scholarship grant.

Secretary Phil Luks reported on the status of the new by-laws. It was agreed that he would draft a memo outlining the mechanics of a system in which the president served for two years and the vice-presidents for one year. The new by-laws, with the retention of a one-year term for the time being, would be brought to the board for approval in February.

The catering services of Patti Roberts who has been serving our lunches on an interim basis were retained on a permanent basis.

President Loretta Strong reported that the half page ad for the Membership Drive cost the club \$600 and that the color was free. She said that the smaller ads which would appear in February before our kick-off evening meeting would cost about \$230. The ads will be appearing on our websites. (Material for this article was submitted by Secretary Phil Luks).



URNS 90: Phil Rice, a long time member of the club, celebrated his 90th birthday at the club's January 19th meeting.

Two More Join the "90's" Group

Phil Rice and Arnold Santucci joined the ranks of those who achieved the age of 90 during the month of January. They join Robert Meyer, Mario Lucchesi and Clarence Ruonavaara in this special group.

Phil, a member of the club for over 25 years, served as president in 1988. In celebration of his special day the club members sang a rousing happy birthday while he donated the traditional 90 dollars to the Memorial Scholarship Fund.

Arnold was feted on his birthday, January 12, with a special cake baked by the caterers, the traditional birthday song and the president's monthly recognition award, the "run silent, run deep" award. He has been a member for over 38 years and has served as editor of the Builder for the past ten years. He, too, donated the dollar-a-year amount to the Memorial Scholarship Fund.

Deadline To Sell Ads for Pancake Breakfast Is March 12

Rich Iverson, chairman of the annual Pancake Breakfast Advertising Sales Committee, told his 12 member committee that last year the committee sold 114 advertisements that netted \$5,504.00 for the club's project fund. The advertisement will appear in the Tribune on Thursday, March 25.

"This was the second best participation we have ever experienced," he said, "and this was in a weak economy."

"We live in a very supportive community that believes in the work Kiwanis does."

This year to entice advertisers to take more than one space, the advertiser can take \$10 off each space if purchasing two or more spaces. The price of the ad space is \$60.

The 54th annual Pancake Breakfast, Bob Taylor, chairman, will be held on Sunday, March 28 at the Villa Chanticleer. Serving hours this year are 7 a.m. to 12 noon, closing one hour earlier than previous years. Every member is responsible for the sale of 10 tickets but are urged to sell many more. Contact Bob Taylor when you need more tickets or have not received yours yet.

Advertising committee members taking the clubs message to the business community are Carl Elze, Jan Gianni, Jim Colgan, Martin Silge, Roger Dormire, George Clough, Jack Brandt, Jerry Strong, Dennis Stead, Phil Luks, Richard Iverson and Arnold Santucci.

\$1572 Pledged To Haiti Relief

Spearheaded by President Loretta Strong with a pledge of \$100 for Haiti Earthquake Relief, six other club members quickly agreed to contribute to the cause, swelling the donation to \$872 to be sent to UNICEF for Haiti relief.

When she initially proposed the idea of the members pledging for Haiti Relief, she challenged the club's board of directors to match \$700 in donations..

The members of board present at the January 26 meeting, a quorum, unanimously approved the donation.

Report of Christmas Trees Sale

"We did it" !

In his report to the members at the first meeting of 2010, Ken Scharer, chairman of the Christmas Tree Sales committee, said that the club had another successful fund raising project.

Ken said that we "had a pretty good year" and expressed his thanks to all who participated in the month long sales endeavor. He added that by December 24 there were less than 50 trees left. He estimated that the club netted between \$32,000 to \$33,000, a little less than last year because the club had to pay for some items which were previously donated. All the money we raised, he stressed, will go back into the community.

Boy Scout Troop 21 Planning Special Outings For the Year Ahead

Bob Taylor, chairman of the Kiwanis Boy Scout Troop 21, reported that he had made a visit to the troop at one of the recent Wednesday meetings and found the troop is healthy and doing well. The troop has been sponsored by the Kiwanis Club for over (please page 4)

TROOP 21: 75 years and presently has 27 members. Brian Curtis is the scout master. The troop meets every Wednesday evening at 7 p.m. at Clary Hall, located on First Street across from the Healdsburg Elementary School. The scouts plan a special outing each month including an overnight visit to a submarine, snow camping, white water rafting, surfing campout and a Sierra back pack, among others. Over the years the troop has graduated many Eagle Scouts

Financial Health of Club Funds

By Treasurer Pete Peterson

The financial health of our Administrative Fund and the Project Fund for the fiscal year ending 9-30-09 are in good shape.

The Administrative Fund opened on October 1, 2008 with a cash balance of \$6,300 and ended on September 30, 2009 at \$5,800.

Revenue sources were: \$40,600 dues; \$7,000 Brandt's Beach Auction; \$4,200 Senior and Guest lunches; \$2,000 Golf Tournament; \$1,600 Fines/Happy/Sad; and \$500 Soroptimist Beer Fest.

Principal expenses were: \$37,000 lunch; \$4,500 Kiwanis International dues; \$2,800 dues for Division 32; \$3,600 Villa rent (one full year), \$2,200 insurance; \$3,300 Administrative; and \$3,000 Project Fund Working Capital Loan Repayment.

The Project Fund opened on October 1, 2008 with \$55,000 and ended on September 30, 2009 at \$69,000.

Revenue sources were: \$37,000 Tree Lot; \$12,000 Pancake Breakfast; \$8,000 Future Farmers Country Fair booth; \$3,000 Administrative Fund Working Capital Loan Repayment; \$1,900 Investment Interest; and \$550 Chris Metrulas donation,

Principal expenses were: \$16,000 Healdsburg Schools; \$7,000 Recreation Park improvements; \$5,000 Habitat for Humanity; \$4,800 Scholarships; \$4,200 Scout Troop 21; \$3,000 Salvation Army Kitchen repairs; \$4,000 local charities; \$2,000 American Legion Fireworks; and \$2,000 miscellaneous local projects, the donations totaling \$48,000.

Jim Birdsong Submits Resignation

A 22 year member of the Kiwanis Club, Jim Birdsong submitted his resignation to the board of directors at the January 21 meeting. The board noted his long service and many contributions and in light of this suggested that his membership be suspended so that he could reconsider his decision.

PRESIDENT'S MESSAGE: The press helped us to create a buzz. Now it is up to us and I for one am really excited to lead you in this effort.

I am thankful for what we have here in Healdsburg. Thankful to have been born and raised in this special place. I am thankful that most of us who work still have jobs and homes and for the most part enjoy a very unique economy. I very much enjoy what I am doing and I thank you all for letting me serve as your president,

Healdsburg
KIWANIS CLUB
P. O. Box 1156, CA 95448



Serving our Community Since 1923