



*Winter  
Edition*

# KINSHIP 1



**Kin Canada**

Kinsmen • Kinettes • Kin

**District 1**



*2014-2015*

## **Governor's Holiday Message**

As the mad rush of the Yuletide season approaches us, the GO Executive would like to take this time to wish all the members of District 1 and their families all the best this holiday season.

We would like to present to you the top 10 thing you can do this holiday season that won't cost you a penny.

1. Create great memories.
2. Cherish these memories and let them nurture your soul for years to come.
3. Enjoy the fellowship of family and friends.
4. Clear your neighbour's snow without looking for anything in return.
5. Create a package of old blankets, coats and/or boots and donate them.
6. Try and do a polar bear swim.
7. Take a walk in a snowfall.
8. Partake in a lighthearted snowball fight.
9. Grab some friends and go caroling.

And most of all, enjoy this holiday season as this is a once in a lifetime event. Savour every moment you can, both during this holiday season and beyond.

Happy Holidays Fellow Kin!

**Here, Now, Let's Go!**

YIK  
Governors  
*Joanne & Marty*



## Merry Christmas District One!!!

With the holiday season quickly approaching, it is absolutely amazing to see how many of you are helping your communities. From food drives to parades, Kin is keeping busy and serving the communities greatest need!

The Back to the Future Team wishes you, your clubs, and your families all the best throughout the holiday season. We can't wait to see what you have in store in 2015.

*"Then the Grinch thought of something he hadn't before!  
What if Christmas, he thought, doesn't come from a store.  
What if Christmas...perhaps...means a little bit more!"  
— Dr. Seuss, How the Grinch Stole Christmas!*

Yours in Kin,

Back to the Future Team 2015-2016

Katie, Curtis, Monika, Debbie, Melissa, Brad, Lisa, Terri, Russ



## Dear Santa,

I have a few things on my wishlist for Christmas this year. What I want most though is for members of District 1 to focus on Club Identity and Retention. I believe District 1 can be at +100 members if club's can retain the members they have. If we continue down the same path as the past 2 years and recruit 195 new members there is no question we can accomplish our goal of +100. Santa, I am going to need a little Christmas magic to help make this happen.

I would also like for club's to recruit their prospective members to projects and not meetings. People join service clubs to do service work. I have yet to meet anyone along my travels who joined Kin for the purpose of being able to attend meetings.

I would also like for Club's to reach out to their community and find a "casual committee" to partner up with to either provide them with the gift of Kin, or at the very least a partnership with our existing clubs so that our communities can continue to be served.

Lastly, I request that you watch over all of the Kinsmen and Kinettes across the Country over the holiday season and ask that everyone be safe and happy.

Thanks big guy, I owe you one!

DMD Shane

Jingle bells, jingle bells, jingle all the way. Oh what fun it is to ride in a one horse open sleigh.

Through the fall we came, learning all the way. Oh what fun it is to help our communities along the way.

November's come and gone, Welcome to our new clubs, thank you to our mentors, with District 1 dues behinds us, may laughter be all we hear.

May you have a safe and healthy holiday and a prosperous New Year.

Merry Christmas

Treasurer Cheryl and her family



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www.cysticfibrosis.ca  
www.fibrosekystique.ca

**To: Cystic Fibrosis Canada Volunteers and Staff**  
**From: Jim Mountain, Board Chair**  
**Date: 9 October 2014**  
**Re: Appointment of President and CEO, Cystic Fibrosis Canada**

I am pleased to announce the appointment of Norma Beauchamp as President and CEO of Cystic Fibrosis Canada. She joins us on Monday, November 3rd, 2014.

An accomplished business and non-profit leader, Norma has over three decades of senior leadership positions in Canada and Germany. She held executive positions at Genzyme, Bayer, Sanofi-Aventis and the Canadian Foundation for Women's Health. Norma is a seasoned senior fundraising volunteer, having served on the boards of the St. Joseph's Health Centre Foundation, Providence Healthcare Foundation and the Breast Cancer Society of Canada.

With a nephew living with cystic fibrosis and as a three-time cancer survivor, Norma knows first-hand how investments in research can improve the health and wellbeing of Canadians living with cystic fibrosis. She has been a passionate patient advocate in recent years and has worked with patient and healthcare organizations to enhance access to care. Norma's senior volunteer roles in the charitable sector have provided her with an appreciation of volunteer driven organizations like Cystic Fibrosis Canada.

Norma completed the University of Toronto's Rotman School of Management Directors Education Program (ICD.D) in 2009 and graduated from Bishop's University with a Bachelor of Business Administration in Marketing.

Please join me in extending a warm welcome to Norma.

Sincerely,

**Jim Mountain**  
Chair, Board of Directors

## **The Realization of a Dream**

Five years ago my world changed forever, as the birth of my beautiful son Kaiden turned from Joy into fear and uncertainty as we began our journey and our fight to beat Cystic Fibrosis at its own dirty game. Little did we know that these first steps into the world of Cystic Fibrosis would not only change our lives but those of many others around us as well.



As our lives began to normalize and our routine took shape, I was struck by a post on a CF Social Network from another CF mum in the US. She had the idea to deliver a little basket of goods to her clinic to give to the next family with a newborn diagnosed with CF. What a great idea I thought, but why stop at one? Why not see if we could build something that we could put together for all the new families served by the Children's Hospital of Eastern Ontario (CHEO)?

I developed a prototype of what would be called "Kaiden's Care Kits" and I engaged my local Cystic Fibrosis Chapter President as well as our CF clinic staff. They loved the idea and thought the prototype would be an instant hit. As we discussed my ideas behind funding, I was told about the Kin Club of Orleans and District and about Kin's long-standing commitment to the fight to find a cure. I arranged to attend their next meeting and presented our story as well as my idea and they loved it and signed me up immediately. To this day I credit this meeting as being the reason we've managed to achieve what we have.

The club provided me with enough funds to purchase and build 10 kits and the day after Kaiden's first birthday, we delivered 3 kits to the CHEO CF team and they were an instant success. Our parent's loved the fact it was something tangible they could take home and the fact it provided them with some piece of mind knowing they weren't alone. I don't remember when or how it was brought up but a simple discussion between Kin Doug Anthony and I somehow became the idea to take our kits beyond local and to try to take them Nationally. Looking back on that moment I could never have realized then just exactly what we were embarking upon and how emotionally invested I would become in wanting to make this happen.

We took the idea to Kin national Kinvention in Regina in 2011 where I shared our story during National Speak Off and then proposed it to the floor at convention where I truly realized how important this was to me. As I stood before so many like minded people I was sure our Kits would be supported only to have my heart broken when the motion was deferred. As heart breaking as it was, it was a huge learning moment for me and it showed me that there was support out there as many rallied around and committed themselves to me to make this happen. As we did the day Kaiden was diagnosed, I swore I wasn't done and I was ever more determined to overcome this defeat.

Later that year Rhodes and Williams Insurance Company approached us about the opportunity to submit an idea to the one million dollar Aviva Community Fund Challenge. We accepted and began to rally our troops of support. Those people who had stepped up at National Kinvention and vowed to back us showed their true colours as Kin as they joined the Kin Club of Russell and D6 and came together to rally National support for our little project. We took the competition by storm as Kin members and members of the CF family Nationally got on board. We stormed Facebook and any social media we could and we finished first in our category as we made it to the Finals in January of 2012.

We were so sure that nothing was going to stand in our way, but again my heart was broken as I was delivered the news that the judges placed us 5<sup>th</sup> out of 10, one spot out of the money for our category. I won't lie, I cried and grieved this decision and was angry at the fact that they awarded money to parks and animals instead of "Kaiden's Care Kits", but once again it only made me more determined to make this happen. If our club had to fund this on our own we were going to get it done, of that I was certain.

Again though out of the negative results there were positives to be gained. Our little project had gained the eye of Cystic Fibrosis Canada (CFC) as they realized that we weren't going away, one way or another the Kin / CF community support of KCK was going to do this, with or without CFC being



on board. We developed a relationship with CFC and committed to doing a pilot project with them if we could get the funding required. Enter our second shot at the Aviva Fund.

I had called Aviva to speak with someone about our submission and why we hadn't been awarded the funding and was met with amazing support from them. I was told that the employees loved our idea but of course we not the ones on the judging panel but that the next competition would have different criteria and that they were hopeful to see us come back to the competition again as the new rules fit our "pilot project" idea perfectly. To this day I believe they changed the rules for us.

Again the troops rallied round and we went thru the voting and the stress of awaiting results, and although we weren't the top vote getter, we never once quit and in fact we grew stronger as we neared the end. In January of 2013 I received the call..... we had won \$35,000 dollars towards making KCK a reality. Finally some tears of joy instead of disappointment, Team KCK had made it happen.



I handed over my 'baby' to some amazing people at CFC and they ran with it. The kits were modified somewhat and clinics were engaged as test markets for the kits, 13 in all. Nurses and families completed surveys and feedback forms, and the end result was an incredible desire by them to have the kits live on. In May of 2014, the then CEO of CFC gave the project her support and National distribution planning began. On Thursday December 4<sup>th</sup>, 2014, the day finally came to build 150 Cystic Fibrosis Canada Resource Kits so they could be delivered from coast to coast to be issued to our newest CF community members. As we assembled each kit it was truly surreal to know that each and every one of them would be providing some level of comfort to a family during a terrible moment in their lives. We accomplished something special, we're making a difference and we're paying it forward.

I am left with but one thing to say, and that is Thank you. Thank you to my own clubs(s) and District and to all of the Kin members and clubs who rallied behind us and who supported us right from word one with moral support, votes and financial support as well. D1 you were with us from the start, thank you all for the part you played in making this dream a reality.

"Don't tell me the sky's the limit when there are footprints on the moon" – Paul Brandt.

Helen Meinzingger



# **AWARDS REPORT**

Congratulations to all the individuals and clubs who picked up both National and District Awards at FLC – you are truly taking advantage of the personal growth opportunities that we all have available to us as members of Kin. Your fellow members could not be prouder of you.

A complete list of the winners will be published in this Kinship One and will be listed on the District website.

We want to remind you that the Kin year is already half over and we're waiting to hear from you. Please start sending in those award submissions – we want to see your service projects, we want to read your bulletins and quills – we want to be kept busy!

If you have new members in your club, make sure you take the opportunity, at every meeting, to talk about the awards program and help them fill out the paperwork and keep track of their progress. Each one of us has the responsibility to help nurture newer members and the awards program is a great way to help them learn about Kin and become active, educated members with the potential to be our future leaders.

We are both very eager to hear from members with any questions and would be happy to come and speak at your club and zone events regarding the awards program. All you have to do is contact us and we'll make it work.

Happy holidays to you all!

Terri Iredale (ters@sympatico.ca)

Wendy Rolfe ([wendy.rolfe@mohawkcollege.ca](mailto:wendy.rolfe@mohawkcollege.ca))

Ho Ho Ho Fellow Kin,

I trust everyone had a great time at FLC, hosted by the Kin Club of Windsor. I thought they did an amazing job as our hosts and I look forward to seeing what the Sarnia Kinsmen have in store for us at District Convention in May.

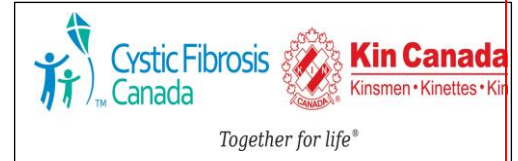
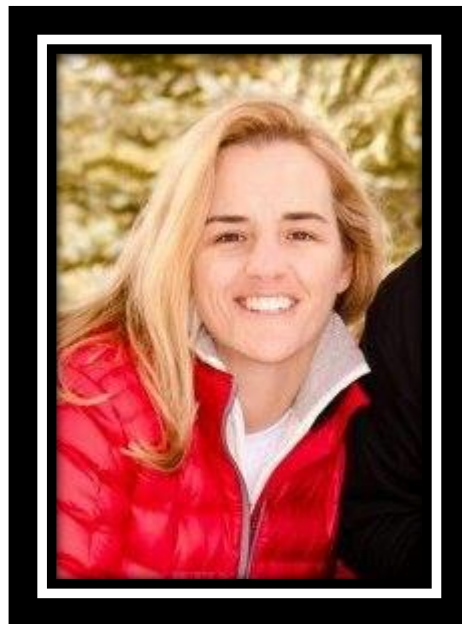
I would like to thank all of the members in District 1 who sponsored new members this year. There are a few who even earned a GEM award already, with a few others not far behind with 2 members sponsored. Kudos to you all!

The second half of our Kin year is upon us and I hope the holidays are a time for reflection to remember what is important to us all.

See you all in 2015!

DMD Shane

## Helen Meinzinger elected 2015-15 Kin Canada Cystic Fibrosis Canada Liaison Committee Chair



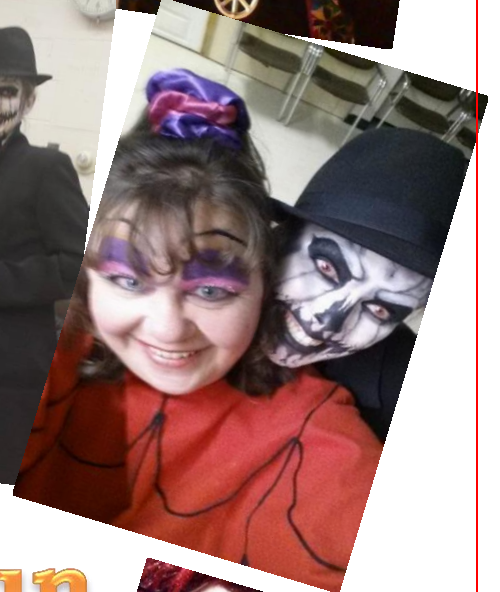
Join us in welcoming Helen Meinzinger (D6) as the incoming Kin Canada-Cystic Fibrosis Canada Liaison Chair for 2015-17! Helen will represent almost 500 Kin Clubs across Canada and volunteer her time and leadership as we make our partnership with Kin Canada even stronger. We are excited to have Helen on board!



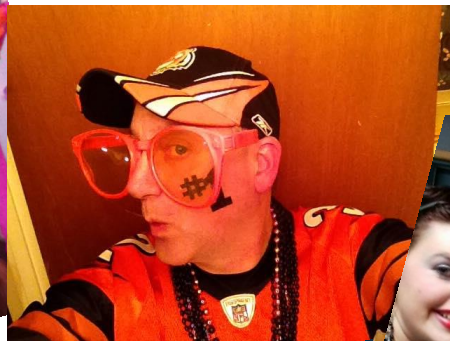
### Cystic Fibrosis Canada

Congratulations to Kin Canada on being presented today with the Association of Fundraising Professionals (AFP) Greater Toronto Chapter Outstanding Foundation or Philanthropic Group award during the Philanthropy award luncheon in Toronto. Kin Canada's dedication to volunteerism, community development and charitable endeavours for countless causes in Canada and worldwide has demonstrated Kinsmen and Kinette's commitment to "serving the community's greatest need." Cystic Fibrosis Canada is proud to call Kin Canada a national partner who has stood by our side in the fight against cystic fibrosis for the past 50 years. Please join us in congratulating Kin Canada.





# Halloween Fun





# Rejuvenation Station



## **A funny thing happened on the way to the Charter**

I have been privileged to be a member of the Fonthill and District Kinsmen for a number of years, and in that time, over and over, I've heard it asked: "why is our club so successful." Is it our sense of humour? Our organization? Our amazing sense of style?

For an answer, I present to you the night that almost wasn't: The Fonthill and District Kinette Charter Celebration.

All good stories start with "T'was a dark and stormy night...", and, on Charter Night, so it was. The wind had blown all day, starting off warm in the morning, but cooling off as the day continued. Rain began in the early evening, and...

Six short months ago, the town decided to renovate the hall where our club meets, and where the new club will begin to meet. As is always the case in these renovations, the town fell behind schedule and announced early in September that our hall, our hallowed hall, home to many a success in our club history, would not be ready in time for the charter night. So, the town offered to rent out, at no cost to our club, the hall at Lookout Golf and Country Club. Our club and honoured guests descended on the hall at the Golf Course, setting up for a night of celebration and new beginnings.

Back to the weather. Somewhere around quarter after five, with an event set to start at 6:30, a transformer blew, and the power for the entire Fonthill area (including Hipwell's Hotel and the 2 golf courses) went out. Due to safety concerns, the Golf Club reluctantly told us that without power, the emergency lighting would last half an hour and by then the premises needed to be vacated. Our backup plan had failed, and our night was sunk.

So, why is our club so successful? Here it is: We held an emergency meeting, in the dark, in the hall of the Golf Club. How would we reschedule this event? What would we do with our door prizes? What would we do for all of the guests? What could we do?

Good Kin Murray had an idea. As owner of White Meadows Maple Syrup Farm, he has a pancake house with tables and a buffet area set up. On top of that, he has a generator that would power the entire farm. Members of the Fonthill Kinsmen grabbed everything – decorations, silent auction prizes, programs, and anything else that we had, and headed out, in the rain, in the dark, to the farm. Many of our guests – and some of our members – had no idea where we were going, so a convoy was formed.

Imagine Kin Murray's wife, enjoying an evening alone, when suddenly she receives a phone call saying that 75 Kin, and one Mayor, would be incoming shortly. Imagine Kin Murray, throwing his tie over his shoulder, pulling out the tractor, hooking up the generator, in the pouring rain. Imagine the surprise of the Pizza restaurant in nearby St. Catharines when an order for a dozen party trays and hundreds of wings came in with the instructions "Deliver quickly, the guests are hungry."

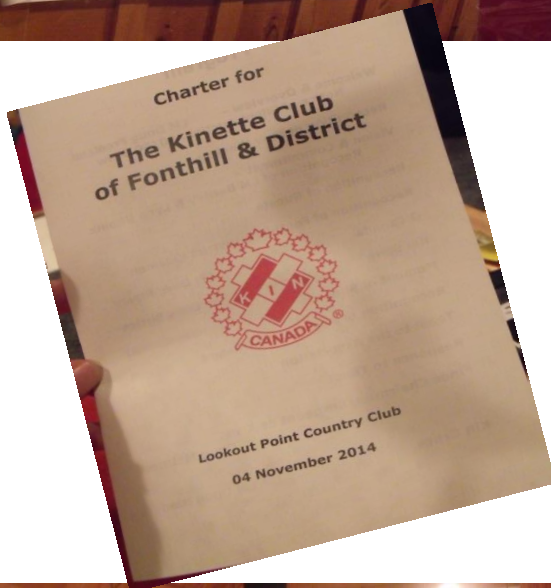
Imagine the amazement of all when we started the evening, new location, only half an hour behind schedule. Complete with our full silent auction, and not one single plaque, pin, or certificate missing.

If you want to know what the secret behind the Fonthill Kinsmen's success is, it's this: We get it done. But, as usual, we couldn't have gotten it done without the ladies. With their help, their support, and their attitude, and not one moment of panic, we were able, as usual, to make their night work. I know that few will forget the night the lights went out in Fonthill.

Yours in Kin  
Tim Emmons  
Fonthill and District Kinsmen Club



## Charter Night in District 1





## Service News

# Reviving Our Relationship with Canadian Blood Services

By [Lindsay Irvine](#)

Kinsmen, Kinette and Kin Clubs serve the community's greatest need. Donating blood is a nation-wide need that touches most Canadians. Giving blood, recruiting blood donors in our communities, and hosting and promoting blood drives for Canadian Blood Services (CBS) supports our 50 year partnership with Cystic Fibrosis Canada as many CF patients require blood if they receive an organ transplant. The staff at Kin have come across old pictures of Kin giving blood dating back to the 1960's. Blood donation and working together seems to be a cause that runs deep in our veins. We hope to help inspire more Canadians to join this vital cause.

Right now, our blood supply is critically low with only 3 day supply on hand. This is the lowest supply since 2008. To give blood, sign up today at [www.blood.ca](http://www.blood.ca).

**Some startling facts (really!):** A whopping **52%** of Canadians say they or a family member have needed blood. Someone with leukemia can need up to 8 donors a week. More than 80,000 first-time blood donors are needed this year to meet hospital demand. Needing blood is a major issue that could affect any one of us for countless medical reasons- whether from a known disorder or unexpected car crash.

**How some Kin Clubs are already helping CBS clinics in their community:** The Stonewall Kinettes always help at their local blood donor clinic in the afternoon. Then their Kinsmen counterpart take on the evening session.

"We man the canteen handing out the drinks and making sure the tubs of cookies are full for the patrons. We stamp the donor cards with the date so that they can keep track of the number of donations they have made. We watch the donors as they have their beverages and cookies to make sure that they are feeling OK. We call, "Ice," if someone is feeling faint or starts to bleed again. One of our members is 'Miss Congeniality' and thanks everyone for coming in and donating. The clinic comes to our community every second month. If we are able, we also donate while the other person tends to the duties."

**Did you know that Canadian Blood Services isn't just blood?** CBS is also taking on a key role in providing national leadership and awareness for organ, eye and tissue donation.

Every year, hundreds of individuals will die waiting for an organ transplant. It doesn't have to be this way. According to CBS, 'Your decision to register now could save up to **8 lives** through organ donation and save or improve as many as **75 more** through eye & tissue donation.' Visit Canadian Blood Services' website **here** to find out how to make your intentions to donate organs known, as it varies by province. And remember to always discuss your wishes with your family. <http://www.organsandtissues.ca/s/>

*"All I could do before was survive. Now I can dream."* –Jamie, heart recipient  
<http://www.youtube.com/watch?v=NwQj2IJcUXI>

Check out the cool GiveBlood app for your iPhone or Android! You can find clinic locations, make appointments, and track your donations in one easy place. <https://play.google.com/store/apps/details?id=ca.blood.giveblood&hl=en>

# NOW ACCEPTING APPLICATIONS FOR DISTRICT ONE CHAMPION



**Kin Canada**  
Kinsmen • Kinettes • Kin

Kin Canada is reviving its relationship up with Canadian Blood Services (CBS) and is looking for district champions to help kick-start a national blood drive service initiative.

If you are interested in becoming the District One Champion or have any questions please contact District One Service Directors Tiffany Allan & Dan Strugar at [district1cfservice@gmail.com](mailto:district1cfservice@gmail.com)

## What does a District Champion do?

1. Work with Canadian Blood Services to set a realistic and attainable donation pledge for your location – your “lifesaving goal” for the calendar year
2. Encourage colleagues, relatives & family to register as part of the team and Donate Blood!
  - \* You'll be given a Partner ID# that your colleagues will use to complete a one-time registration that ensures that their donations will count toward your team total!
  - \* Team/Member registrations can be completed online or hardcopy.
3. Work closely with your Canadian Blood Services' Community Development Coordinator to ensure success!
4. Have fun! Your experience will be a satisfying and rewarding one.

## How can clubs help?

1. If you are interested in participating as a club, whether to give blood or help with a local clinic, contact your District Service Directors Dan Strugar & Tiffany Allan at [district1cfservice@gmail.com](mailto:district1cfservice@gmail.com)
2. You will be matched with your District Champion. If none exists for your district yet, you will be connected with Tim McKay, Canadian Blood Services Liaison, and given a Partner ID number to track your donations with the rest of your district.

It is not uncommon when attending functions in District 1 to hear a chorus of “Hey OB” when **Brenda Dineen** enters a room. When you turn around and glance in her direction you will see that familiar head nod and slight wave; it is as familiar as the Kin song to those of us who have been honored to call her a friend all these years.

What I surprisingly found out recently is that not everyone knows what OB stands for: it simply stands for Old Business. Now I know to some, being referred to as Old Business would not be a nickname which they would embrace; some might even find it offensive. But to Brenda it is a sign of respect and a term of endearment; one that she has more than earned over her lengthy Kin career.

When she recently told me that she was considering running for the position of National Director and asked for my help with her campaign I was thrilled. I could not think of anyone better to follow the long standing tradition of the great National Directors that have come from District 1.

One needs only to look at her lengthy Kin resume to see that she is more than qualified to fill the position. She has won so many awards that some of them have actually changed names. For those history buffs; she won the Diamond Award, (here’s a challenge, find out what it’s called today). She has won the Deputy Governor Award at both District and National levels numerous times. She has won both the Michael McBeath Award and District Kinette Rookie of the Year. She has 29 years perfect attendance and has been honoured with the GEM award twice. She has served on numerous District Executives and was even our National Cystic Fibrosis Liaison. She has attended 25 FLC’s, 25 Spring Conventions and that’s just in our own District. She has attended 15 National Conventions actively participating in the formation of the association that we are members of today. There was of course some fun and fellowship along the way, but what happens at convention or on a 36 hour road trip from convention will...well we all know how that saying ends.

When you look at Brenda Dineen on paper, you see that she is more than qualified for the job. But that is not why I was excited to help her on this journey. It’s not because she is qualified for the job but rather because she is the **RIGHT PERSON** for the job; because Brenda Dineen to me epitomizes what true Kinship is.

She is proof positive of how this association can develop an individual. If you had told her twenty years ago where she would be today and what she would have accomplished she would have raised her eyebrows in skepticism. I stood beside her at National Convention in 1997 in Sydney, NS as she prepared to take the stage to present the District 1 Cystic Fibrosis project that was being pitched nationally. To be honest I was pretty sure she was going to throw up on both our shoes. Looking like she was being lead to the gallows she took that stage. Fast forward to her years as National Cystic Fibrosis Liaison and it was a very different Brenda who took the stage at National Convention to celebrate our national successes. She is a true Kin Success Story.



In my job I have the pleasure or sometimes displeasure of interacting with a variety of celebrities, sport figures, even political icons. I am not easily impressed. I don't use the word hero lightly; I don't have many heroes, but Brenda Dineen is one of them. She is a real everyday hero.

She is the type of person that I aspire to be. She has mentored so many others, including myself. Her goal has been to nurture not only the future leaders of our association but also to encourage that club member who may never want to leave the four walls of the club and in the process she has helped to build one of her community's greatest assets, her own club. She accomplishes all of this with grace, humility and a penchant for understatement.

One fall day I received an email, it was simply titled: update. The email was to let her close circle of friends know that she'd be out of commission for a few weeks. It started by saying she had some news, not earth shattering or world changing news, just news. She explained that she had fulfilled a promise. She had promised to donate a kidney to a dear friend, a CFer who sadly passed and was never able to accept this amazing gift. In her friend's memory she donated that kidney to a stranger, a person she had never met nor was likely to ever meet. She stated the news wasn't earth shattering or world changing; however, I'm pretty sure the recipient and his/her family would whole heartedly disagree. This is the type of person she is; she embodies the ideals of KIN and I can think of no one whom I would rather see sitting on the National Board as our District 1 board member. This is why I was thrilled to help her along this journey; this is why I'm hoping you will join me in supporting her in her bid **for National Director**.

Respectfully Submitted

Debbie Ruffley


P.S. Recently I overheard a fairly new Kinsman remark to Brenda that she shouldn't be called OB but rather Obi Wan because she was like a Jedi Master. Hmm maybe he has something there?



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## WINTER Poem

It's winter in Canada  
And the gentle breezes blow  
Seventy miles an hour  
At thirty-five below.

Oh, how I love Canada  
When the snow's up to your butt  
You take a breath of winter  
And your nose gets frozen shut.

Yes, the weather here is wonderful  
So I guess I'll hang around  
I could never leave Canada  
Cuz I'm frozen to the ground!



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# **DISTRICT 1 KIN**

## **ORDER YOUR SHIRT TODAY!!**



Cost \$55 each

All profit to Cystic Fibrosis Canada

Please contact your District 1 Service Reps at  
[District1CFService@gmail.com](mailto:District1CFService@gmail.com) to order

Sizes:

Ladies XS – S – M – L – XL – XXL

Men's S – M – L – XL – XXL

Contact District Service Reps to enquire about Kin Kid version



# Median age of survival surpasses 50 years of age for Canadians with cystic fibrosis

**Wednesday, October 15, 2014 (TORONTO, ONTARIO)** — The median age of survival for Canadian cystic fibrosis (CF) patients continues to increase in an upward trend – currently estimated to be 50.9 years of age, it is among the highest in the world. This milestone was recently announced at the North American Cystic Fibrosis Conference in Atlanta, Georgia.

Based on the most recent Canadian Cystic Fibrosis Registry data, revealing clinical trends and insights into the Canadian CF population, the median age of survival reflects the dedicated work of CF researchers and clinicians – as it breaks the half century mark. The data are collected from all 42 CF clinics located across Canada.

“The median age of survival in Canada for CF patients has now passed 50 years of age and shows tremendous progress in the fight against cystic fibrosis,” says Dr. Anne Stephenson, Director of the CF Registry. “We hope the Canadian Cystic Fibrosis Registry will continue to enhance knowledge and highlight key trends that will lead to improved CF research and treatments.”

Cystic Fibrosis Canada has published an annual report on Canadian patient registry data for more than 40 years and it has played an invaluable role in helping to improve the quality and length of life of Canadians with cystic fibrosis. The Registry is an important resource for CF clinicians to help monitor and identify emerging patterns in health outcomes of CF patients, as well as for researchers searching for a cure or control for this devastating disease.

“This positive step forward demonstrates our enhanced focus on leading in quality improvement and excelling in CF care through our investments in research, care and advocacy,” said Ken Chan, Vice President, Advocacy, Research, and Healthcare at Cystic Fibrosis Canada. “The Registry continues to benchmark the tremendous strides we are making, and would not be possible without the funding support from our donors.”

Cystic Fibrosis Canada provides nearly \$2 million in funding each year to CF clinics through the Clinic Incentive Grants program to support efforts in providing data to the Registry.

To learn more about the Canadian CF Registry, visit [www.cysticfibrosis.ca](http://www.cysticfibrosis.ca).

# **Top 5 Bootstrap Marketing Techniques Every Club Should Try**

## **Tips for Promoting Your Club and Events with a Small Budget**

Starting and running a low-budget, bootstrapped event is a very hot topic. The good news is that it doesn't have to cost you a lot of debt to start your event, if you're willing to put in a little time and elbow grease. In fact, it's entirely possible to not only start a project on a bootstrap budget, but to also grow your club and event with minimal investment.

Marketing is one of the most flexible, high-potential areas where you can maximize a bootstrap budget. There are so many ways you can get the word out about your project, without spending much. Here are five bootstrap marketing techniques that you can integrate into your marketing plan today.

### **1. Build Your Email List**

Email marketing is an economical way to stay in touch with your customers, promote your products, and boost brand recognition. It's a long-term activity that will probably not yield instant sales, but building an email list is one business goal that every club owner should have.

The first step is to create an email address database that will allow you to easily collect email addresses, send targeted messages, and track the response. This short list of email marketing services will help you start comparing plans.

Once you have your system in place, you need to encourage your customers and potential customers to sign up. You can do this in a number of ways, including:

- Promising special offers and discounts to subscribers
- Launching a monthly email newsletter
- Providing exclusive tips, advice and other information to subscribers

The most important thing to remember with any email marketing campaign is that you should make it clear what people are signing up for, promise not to sell or share their email addresses, and give subscribers an easy way to unsubscribe if they decide they do not want to receive messages from you at a later time, perhaps on your club website?

### **2. Get to Know Your Customers**

The central part of any effective marketing plan is a thorough understanding of your target market. The more you know and understand your customers, the easier it will be to sell them what they need and want. And the more you address your customers' needs, the more they will purchase from you and refer you to others. This is why taking the time to get to know your customers is a powerful bootstrap marketing technique.

There are many ways you can get to know your customers and show them how much they mean to you. Here are a few ideas to get you started:

- Ask for testimonials and use them in your marketing materials
- Send past customers free samples and other incentives to regain their business

- Create a customer satisfaction survey and track the results so you can continually improve your event
- Collect customer birthdays and send greetings or offers for a special event
- Create a "frequent customer" rewards program

Although you may be marketing to a large group, you want to think of each customer individually. Consider his or her individual needs, and personalize your marketing messages and approach to address those needs. By making your customers feel valued, you are setting the stage for long-term relationships.

### **3. Use Social Media**

If you haven't started using social media for your club, you could potentially be missing out on a tremendously easy and cost-effective way to reach your target audience. Not only has social media become the most commonly used form of online marketing, but your customers now expect it. If your club doesn't have a Facebook page, for example, you could be losing a lot of sales to other organizations in your community who do.

You are probably well aware of social sites like Twitter and Facebook, and have seen businesses using these sites to get the word out about their products and services. But social media is a lot more than just Twitter or Facebook. There are hundreds of ways you can use social media to promote your business. Here are a few ideas:

- Start a blog for your club
- Subscribe to other blogs related to your topic and comment on blog posts consistently
- Record videos for your business and upload them to a branded YouTube channel
- Start social bookmarking your online content
- Create a Pinterest account for your club that highlights your events, service work or socials

With any social media marketing activities, make sure you take time to outline your goals and create a plan before diving in. It may be a quick and easy medium, but you don't want to cut corners when it comes to a well-organized, strategic approach.

### **4. Give Something Away**

Everyone loves getting something for free, so offering a sample or freebie can be a great way to attract new customers. There are a number of ways you can do this, including:

- Giving away coupons to your next event as a thank you when customers sign up for your email list
- Designing a free teleconference, webinar or local workshop for your target market

One thing to keep in mind is the value of the item or sample you are giving away. You want to provide a good representation of your club so you want the free item to be high-quality, relevant and useful, not cheap. You should also make sure you are not giving away too much; aim for a "taste" that gets your customers wanting more.

## 5. Go Grassroots

Sometimes, there is no better way to promote your club or event on a budget than the old fashioned way -- getting out on the street and talking to people. Remember, you always have a local community with local businesses, and expanding your marketing activities to include those businesses can be a great way to build support.

When you do engage with the local businesses, you want to be prepared with an effective pitch and business cards before you start networking.

Here are a few other grassroots bootstrap marketing ideas to explore:

- Launch a strategic partnership with a complementary business
- Co-sponsor an event with another local business
- Use wearable marketing (shirts, hats, bags) for passive "on-the-street" promotion

As with any other marketing technique, taking the time to create a marketing plan and develop your strategy will boost your odds for success. And this is especially important when you're working with small budget because every action you take has to count. Use this step-by-step marketing plan tutorial to incorporate any or all of these bootstrap marketing techniques into your club.

This isn't restrictive to your club's events or projects, just remember all those potential people you reach are also potential members for your club.



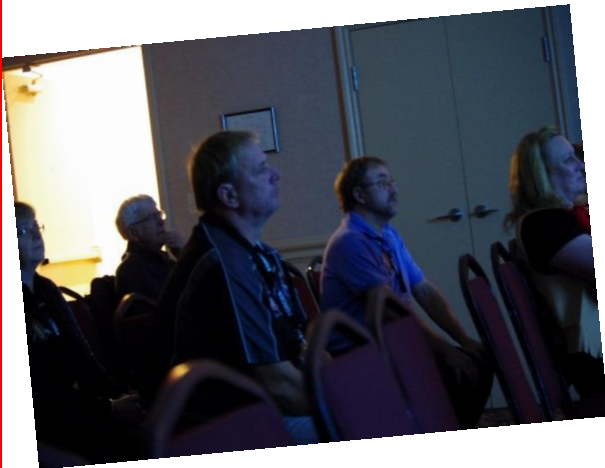


## **District Secretary's Review of Three of the FLC Seminars**

Kin members requested some alternative seminars. The following were arranged by our Governors in order to address topics that would be useful but not specific to Kin. These sessions were presented by non-Kin volunteers from a local Windsor club or business. Their participation and offering of their time was very much appreciated and did indeed add another dimension to our development as individuals and members of Kin.

### **Photography**

Palmer Johnson, president of the Windsor Camera Club, shared how to take photos with an appropriately placed point of interest, framing, composition and much more. Using samples of his own work, as well as those from his club members, he related facts and hints to the amateur and more experienced photographer alike. Palmer gave suggestions when using a variety of cameras from cell phones and point and shoot to those with zoom lenses and more precise adjustment features. Our questions were answered in layman's terms and we came away excited to practise these techniques.



### **Laughter Yoga**

A – E – I – O – U....Ha, ha, ha, he, he, he, hi, hi, hi, ho, ho, ho... Laughter Yoga was presented by Lynn Perreault of Ay-i-Ay in Windsor. This was a fun and relaxing session that did not require athletic skills or expensive equipment. With a series of sounds, simple movements and deep breathing techniques, most participants were left feeling refreshed, calm, happy and wanting more. Stress is a part of everyday life and can even crop up when doing projects or handling interpersonal relationships. This additional alternative to handling those tense times in an enjoyable way was appreciated.

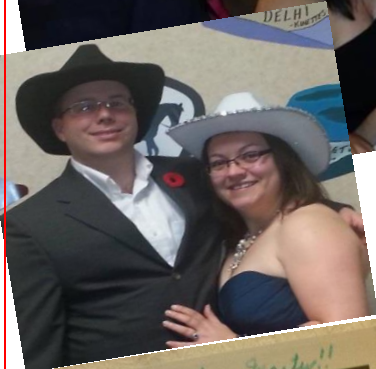
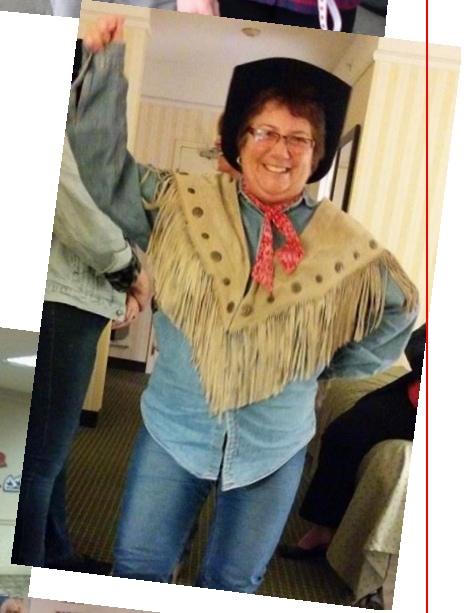
### **Street Smarts**

Whether we want to admit it or not, winter is coming and so is winter driving. Danny D'Angela and Kim Cartier of Street Smarts Driver Education presented some valuable tips and refreshers for new drivers, as well as the more experienced. He reviewed safety information and driving instruction for city and highway driving. Roundabouts seem to be becoming more prevalent these days and rules for handling these were presented. It is amazing how much we forget and how we may not be keeping up with rules that have changed. This was a timely and eye-opening session that is recommended to all who drive.





# FUN L C



# **Fall Leadership Conference 2014 Awards Listing**

## **BANNERS**

### **The Kinette Junior Bulletin Award**

The Kinette Club of Collingwood, Zone C

### **The Kinette Senior Bulletin Award**

The Kinette Club of Collingwood, Zone C

### **The John Brooker Junior Bulletin Award**

Original shields were presented by the Kinsmen Club of Fort Erie, Zone D

### **The John Brooker Senior Bulletin Award**

Original shields were presented by the Kinsmen Club of Fort Erie, Zone D

### **District One Kinette Quill Award**

The Kinette Club of Palmerston, Zone B

### **Bill Esson Memorial Kin Quill Award \*\*Banner Missing**

The Kinsmen Club of Sarnia, Zone G

### **Ferne Carter Memorial Speak Off Award \*\*Banner Missing**

The Kinette Club of St Marys, Zone K

### **Gord Harbinson Public Speaking\*\*Banner Missing**

The Kinsmen Club of Hamilton, Zone A

### **Kinette Joke-Off**

Banner donated by Teeswater & District Kinettes, Zone J

### **Kinsmen Joke-Off \*\*Banner Missing**

If no sponsor then goes to The Kinsmen Club of Feversham, Zone C

### **Jim Sterling Memorial Costume Award**

Sponsored by the former Kinsmen Club of Caledonia, Zone D

### **Kinette District Public Relations Award**

The Kinette Club of Collingwood, Zone C

### **Max Westlake Public Relations Award**

The Kinsmen Club of Grimsby, Zone D

### **District Photography Award**

The Kinsmen Club of Grimsby, Zone D

### **District Website Award \*\* Banner missing**

The Kinsmen Club of Hamilton, Zone A

### **The Myrtle Wilson Memorial Service Award \*\*Banner Missing**

The original rules set up by the Delhi Kinette Club, Zone F

### **The George & Mildred Sinclair Service Award \*\*Banner Missing**

Lucknow & District Kinsmen, Zone B

### **Kevin Denbok Memorial Cystic Fibrosis Award**

This award was presented in 1989 by the Kinsmen Club of Beaver Valley,  
Zone C



**Michael McBeath Memorial Award**

Sponsored by the Kinsmen Club of Fergus October 14, 1998, Zone B

**Challenge for a Cure Award**

Banner donated by the Kinsmen Club of Windsor, 2004-05, Zone H

**Sixty Five Roses Award \*\*Banner Missing**

Banner donated by: The Kinette Club of Collingwood 2004-05, Zone C

**Jay Dunn Memorial Shield**

The Kinsmen Club of St Catharines, club folded, given to Kinsmen Club of St. Mary's, Zone K

**Phil & Vicki Scalisi Membership Trophy**

Kinsmen Club of Woodstock, club folded, given to Kinsmen club of Chatham, Zone G

**John Hughes Peckitt Memorial Trophy**

The Kinsmen Club of Chatham, Zone G

**Perc Dawson Golf Tournament Trophy \*\*Banner Missing**

The Perc Dawson Challenge Trophy was donated by the Kinsmen Club of Hamilton, Zone A

**Kinsman Outstanding Deputy Governor (Outstanding Zone) \*\*Banner should be returned at FLC by Hamilton**

Past Governor Wayne Grosvenor in 1987 in honour of the 1985-86 District Council and the "Grove Team" Executive, St. Thomas Kinsmen, Zone F (possible Hamilton)

**Kinette Outstanding Deputy Governor (Outstanding Zone)**

Originally sponsored by the Kinette Club of Durham, Club folded, given to Zone C DG

**District One Kinette Rookie of the Year**

Originally sponsored by the Kinette Club of Burlington, club folded, given to Kinette Club of London

New banner sponsored by Kinette Club of London, 2007, Zone F

**District One Kinsmen Rookie of the Year**

Sponsored by the Kinsmen Club of Collingwood, given to the Kinsmen Club of Preston.

**District One Kinette of the Year Award \*\*Banner Missing**

Donated by Heather and Gary Kitchen, Hamilton, given to the Kinette Club of Hamilton-Stoney Creek,

**District One Kinsmen of the Year Award**

Kinsmen Club of Kitchener Waterloo

**NATIONAL AWARDS**  
**Diane Rogers Kin Pride Award**

Participants	
Cam Walters	Kinsmen Club of St. Thomas
Matt Sharpe	Kinsmen Club of St. Thomas
Brittany Galenkamp	Kinette Club of St. Thomas
Terry Baldwin	Kinette Club of St. Thomas
Jodi Lynn McLaughlin	Kinette Club of St. Thomas
Kim Dadswell	Kinette Club of Collingwood
Barbara McArthur	Kinette Club of Collingwood
Barbara Tarczynski-Sparling	Kinette Club of Collingwood
Cathie Brillinger	Kinette Club of Collingwood

**WINNER**  
**Debbie Hodgkinson                      Kinette Club of Collingwood**

**Maple Leaf Award of Distinction**

Cody Lobb	Kinsmen Club of Clinton & District
Stewart Ruffley	Kinsmen Club of Fort Erie
Michelle Lobsinger	Kinette Club of Meaford
Cynthia Crawford	Kinette Club of Meaford
Barbara Coleman	Kinette Club of Meaford
Deborah A. Hodgkinson	Kinette Club of Collingwood
Lori Schnarr	Kinette Club of Palmerston & District
Lisa Orth	Kinette Club of Palmerston & District

**Outstanding Maple Leaf Award of Distinction**  
**Lisa Orth                                      Kinette Club of Palmerston & District**

**GEM Award**

Lori Schnarr	Kinette Club of Palmerston & District
Lisa Orth	Kinette Club of Palmerston & District
Carrie Smith	Kinette Club of Tillsonburg

**Green Club Award – Certificate**  
Kinette Club of London

**Boake Efficiency Award – Certificate**  
Kinette Club of Guelph

**Outstanding Boake Efficiency Award – Certificates**

Kinsmen Club of Greater London  
Kinsmen Club of Hamilton Kinsmen  
Kinette Club of London  
Kinette Club of Collingwood

**Outstanding Master Club Award – Certificates**

Kinsmen Club of Greater London  
Kinsmen Club of Hamilton  
Kinette Club of London  
Kinette Club of Collingwood

**Founding Members Public Speaking Award – Plaque**

Stewart Ruffley                      Kinsmen Club of Fort Erie

**National Quill Award**

Stewart Ruffley                      Kinsmen Club of Fort Erie

**Communication Excellence Award - Certificates**

Kinette Club of Collingwood  
Kinette Club of Guelph

**Bill Skelly Award**

This year's winner is the Kinette Club of Collingwood

**Ian F. McClure Award**

This year's winner was Bruce Lloyd, Kinsmen club of Fergus.

**Ken Pierce Membership Growth Award - Certificates**

**Junior Clubs**

Kinsmen Club of Cambridge (Preston)  
Kin Club of Flamborough & District Kin Club  
Kinette Club of Kitchener-Waterloo  
Kinsmen Club of Fort Erie Kinsmen

**Senior Clubs**

Kinsmen Club of Stayner & District  
Kinette Club of Tillsonburg  
Kinsmen Club of Tillsonburg  
Kinsmen Club of Walkerton

**Outstanding Kin Award**

Tanya Bettridge

Kinette Club of Palmerston & District



## **DISTRICT AWARDS**

### **Cystic Fibrosis/Service Awards Challenge for a Cure Award**

No winner.

### **Sixty Five Roses Award The Kinsmen Club of Port Dover**

### **Jay Dunn Award Kinsmen Club of Hamilton**

### **John Hughes Peckitt Memorial Award Kinsmen Club of Tillsonburg, with plus 8**

### **Photography Award The Kinette Club of Palmerston & District, Melissa Penner**

### **Kinsmen Rookie of the Year Robert Francis, Kinsmen Club of Chatham**

### **Kinette Rookie of the Year Terry Baldwin, Kinette Club of St. Thomas**

### **Kinsmen of the Year Tom Chivers, Kinsmen Club of Chatham**

### **Kinette of the Year Kayla Houle, Kinette Club of Flesherton & District**







# **ANNOUNCING .....**

## **BILL HARRIS & MONIKA McKEAN**

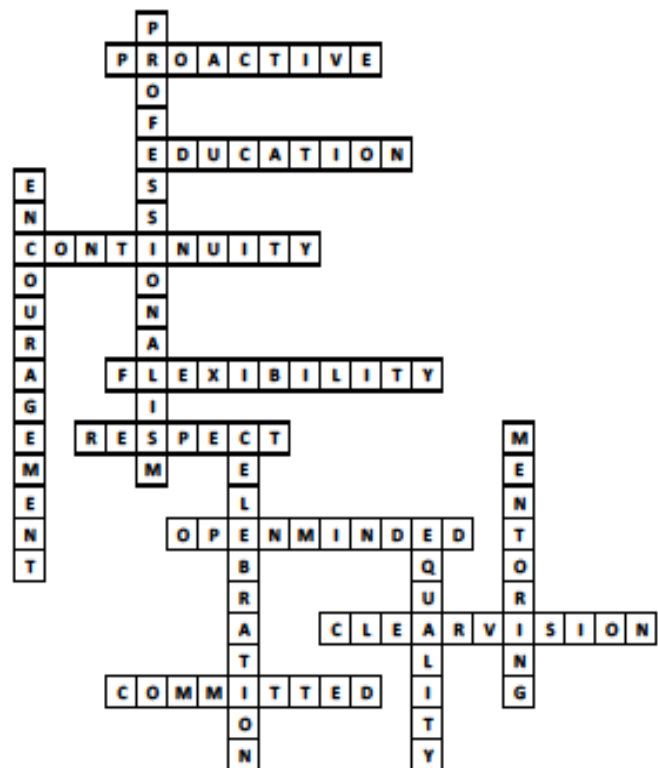
VICE GOVERNOR CANDIDATES 2015 ~ 2016



### **HELLO DISTRICT ONE ..**

The idea of running for the position of Vice Governors of District One was not entered into lightly. We spent many hours discussing what we had to offer this District and if we had the "right stuff" to continue on the legacy of excellent leadership this District has come to expect. During our decision making process, we took a look at the skill sets offered throughout the District and we are thrilled to have compiled a

proposed team of **excellent** District One members to serve you. As part of the process, we've asked those team members to respond to a number of questions about their expectations of us as leaders, their expected achievements in their positions and overall, what they wish to gain from their year. It's amazing to learn that so many have the same ideals and desired outcomes of serving this District. We have put together a small collage of what this team will stand for, strive for and serve you for. Please feel free to contact us at any time ..



*Bill Harris, Monika McKean, Dustyn Pumfrey, Barb McArthur, Brenda Dineen, Eileen Newton-George, Curtis Thoms & Katie McKean*



# Simon Senek Quotes On Leadership

Fascinated by the leaders who make impact in the world, companies and politicians with the capacity to inspire, Simon Sinek has discovered some remarkable patterns in how they think, act and communicate. He wrote Start With Why: How Great Leaders Inspire Everyone to Take Action to explore his idea of the Golden Circle, what he calls "a naturally occurring pattern, grounded in the biology of human decision making, that explains why we are inspired by some people, leaders, messages and organizations over others." Simon is an excellent speaker and you can view his work on YouTube or visiting [http://www.ted.com/speakers/simon\\_sinek](http://www.ted.com/speakers/simon_sinek)

*"If you want to be a great leader, remember to treat all people with respect at all times. For one, because you never know when you'll need their help. And two, because it's a sign you respect people, which all great leaders do."*

*"Leadership is not about the next election, it's about the next generation."*

*"There is a difference between listening and waiting for your turn to speak."*

*"One of the best paradoxes of leadership is a leader's need to be both stubborn and open-minded. A leader must insist on sticking to the vision and stay on course to the destination. But he must be open-minded during the process."*

*"The quality of a leader cannot be judged by the answers he gives, but by the questions he asks."*

*"People don't buy what you do, they buy why you do it."*

*"A leader's job is not to do the work for others, it's to help others figure out how to do it themselves, to get things done, and to succeed beyond what they thought possible."*

*"Leadership is a way of thinking, a way of acting and, most importantly, a way of communicating".*

*"If you hire people just because they can do a job, they'll work for your money. But if you hire people who believe what you believe, they'll work for you with blood, sweat, and tears."*

*"We can't all be good at everything. This is partly the logic behind having a team in the first place, so each role can be filled with the person best suited for that role and together, every job and every strength is covered."*

**Whether you're thinking about stepping up to be Club President, District Governor or National President, Simon's videos and books are incredible resources to enhance your leadership skills.**



## James Doerr NVP Candidate 2015

Fellow Kin,

I am excited to announce my candidacy for the Office of National Vice President for Kin Canada.

I am running for this office not only on the premise of continuing the great work accomplished, but on forging ahead on our new future as Kin Canada.

This future ensures that Kin Canada remain a viable, recognized and respected service organization that continues to touch Canadian communities from coast to coast to coast. Achieving this requires each and every one of us to be engaged at all levels of this phenomenal association.

I look forward to hearing from you and hope to see many of you at National Convention in Brandon Manitoba in August 2015.

Yours in Kin,  
James Doerr

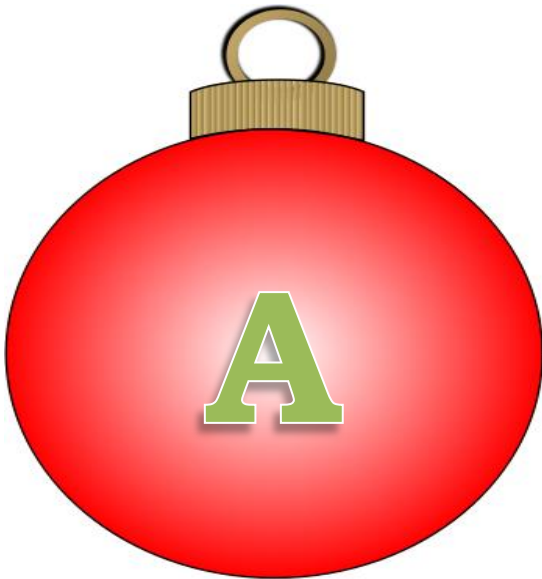


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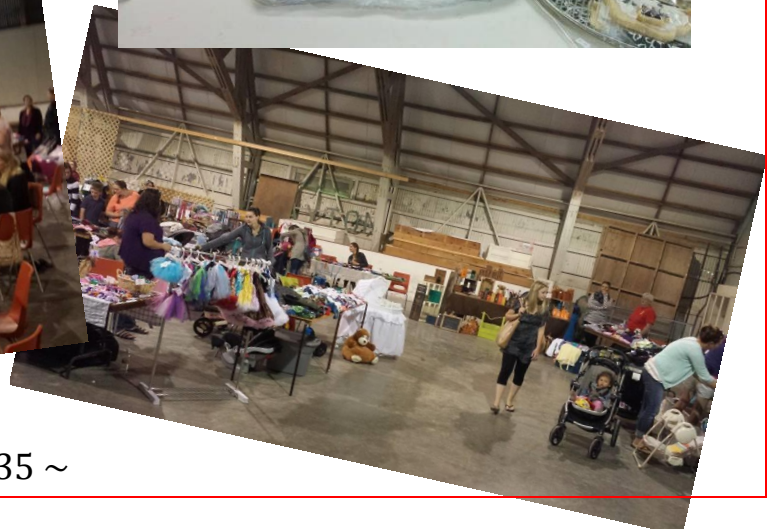
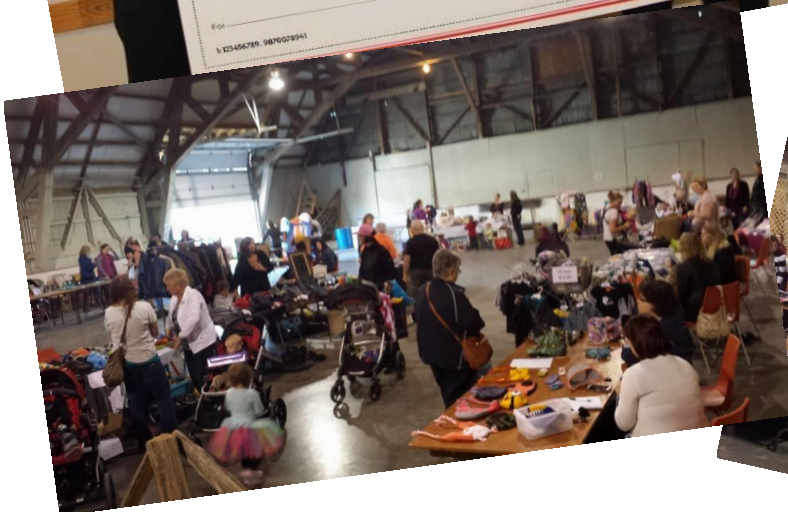
doerrjames@gmail.com  
807-923-7448 or 807-928-7202

**SERVE LEAD INSPIRE**











## Collingwood Kinette Craft Night

**The Collingwood Kinettes** entertained many guests at their Annual Craft Auction on Thursday, November 20th. Every year instead of a November General meeting, the club invites other clubs within the zone, former Kinette members and guests to a fun evening to promote Kin within the community.



The club members make sure that the meeting hall is decorated with a beautifully trimmed Christmas tree, Christmas wreaths and red tablecloths to get everyone in the holiday spirit.

This year, we had a total of 27 attending the evening for our craft auction. This annual event has been happening within our club for a long, long time (LM Monika says since before her time). The club invites each person attending to bring a homemade craft (or buy something crafty) to be auctioned, or the club member brings an item for their guest. The auction table was overflowing with a variety of items including baked goods, knitted items, pickles, preserves, Christmas decorations, caramel corn, bits & bites, fudge, cookies and much, much more. Each person attending pays \$15 to cover their meal, bid card and raffle tickets. They have the option to buy more raffle tickets and all funds raised from the raffle were in support of the Hal Rogers Endowment Fund. Also, we sold 50/50 draw tickets with the funds raised for Cystic Fibrosis. We displayed information on each of the tables giving details of HREF. Two of the club members are the auctioneers, and they choose the item from the auction table, walk among the tables to show the item and start the bidding. Everybody starts bidding and sometimes it gets carried away when a couple of people want the same item. The bidding is very generous as everyone knows that the funds raised will be donated back to the community. Part way thru the evening, the auctioning stops and the dinner is served. Another group of club members prepare the food for the dinner and it is enjoyed by everyone. Last year, the club took the opportunity to promote Kin to the guests advising some details about Kinettes and Kin, and an invitation to join Kin or talk to any club member if they would like more information. As we have many repeat guests to our evening, this year, we contacted one of our



guests to speak about the new Hospice Campbell House, then we presented her with \$300 in gift cards for a local grocery store. The funds will assist them to stock their cupboards with ingredients for the soup or baking goods that they have at the house every day. This was a fantastic idea to educate everyone and show how the money raised by Kinettes goes back into our community, and would recommend doing this again. Once dinner was complete, the raffle prizes and centerpieces were drawn, along with the 50/50 draw

and the auction started again. The evening was wrapped up with a thank you to the guests for supporting us.

This is one of our favourite events to promote Kin and raise funds to assist the community!





The premise of the "One Stop" is to have home party vendors, and some local unique crafters (this year we had soaps made locally) in one location to allow ladies to shop without the hassle of holding a home party of their own. This year we had to downsize to 12 vendors due to a location change, but this was still a most wonderful event. We solicited as many "Kin" members as vendors that we could find and encouraged them to wear their Kinettes name badges to show the community what we do over and above volunteering. Our membership director Cathie also set up a wonderful Kinformation table for everyone to check out (of course strategically placed right in the entry way).

**The Collingwood Kinettes'** infamous bake table once again stole the show. I tell ya, home baking and treats are a win win in this community! This year we also decided rather than having door prize draws (we are a no charge entry event) that we would sell raffle tickets for the items that the vendors donated. It went over amazingly well.

Our new location is in the Theatre Collingwood building in Collingwood, which also houses a food co-op, a beautiful coffee shop, a wool shop and a dance school. Next year, we've been invited to utilize the existing businesses to further advertise our event.



We are certainly hoping we've found our long-term home for this event, as it was cozy, welcoming and a great time for everyone.













**If you look at retirement like it's a championship golf course, the most successful golfers start by getting the best caddy.**



You're the player, which means you're in charge of your game and the one making the shots. Your caddy should be putting you in the best possible position by giving you expert knowledge about the course and selecting the best clubs to use at each hole.

There are many kinds of caddies. But, when it comes to your retirement, wouldn't you want the kind of caddy who helps you achieve the same result without having to make all the risky shots?



By using a focused, tax-based approach, you can reduce risk and worry less about things like hazards and unpredictable rough areas. The course will be yours to master and we'll have you relaxing in the clubhouse after another great round.

You should be able to embrace your retirement like it's your favourite golf course.



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In October every year, the **Fonthill and District Kinsmen** run our (believe it or not) annual Craft Show. We didn't create this fund raiser, we inherited it from Women's Place of South Niagara, who gave up the show because they didn't have enough volunteers to continue running it. We have continued to donate funds from the show to Women's Place, but we have also donated funds from this show to other organizations, and a favourite among them is the Welland Special Olympics.

The first time we donated to them, it was new shirts for their bowling team. Each individual shirt was personalized with the athlete's name and our Kin logo on the arm. The athletes, ranging in age from children to adult, helped that year at our show. We gave them a booth and they showed our customers the Special Olympics program, and its athletes. The Special Olympics teams also advertised our show, knowing that the more customers and crafters that come to our show, the more money we make, and, by extension, the more we can donate.

Their help has been beyond measure, and our show has grown each year since their involvement. So, I figured that the next step, for us, was to connect further with this organization by going out to one of their events, and seeing them in action. This is what led me to inviting our club out to bowl with the Welland Special Olympians.

First thing I did was call the coach of the team, and I told him of my intent to bring some of our guys out to bowl beside his team. Over the phone, I could hear his smile as he told me to pick a date, and he would work out the details. This is already working better than I thought. I picked November the 28<sup>th</sup>.

I asked what it would cost, and Coach Tim Dixon told me that he would get back to me. Then, I received two wonderful surprises from him. He emailed me with the plan, and the price. We would not bowl in lanes beside the Olympians, we would be on the same lanes as them, bowling with them. "Oh, and by the way, when the bowling alley found out that you guys were the ones that donated the money to us, they waved your bowling fees for the night." Like I said, two wonderful surprises.

So, on Friday, a mere six members of our club showed up at the bowling alley. The thing about 5 pin bowling that I tend to forget is that you get three balls per frame, not two. The learning curve of bowling with these players includes the fact that two teams bowl in lanes beside each other, and alternate lanes on each frame. This means you are bowling on the right side half the time, and the left the other half. I was not used to this, but learned quickly. I also learned quickly that if I sat down, it was at the risk of Louie (one of the Athletes) telling me that it was my turn again. "Already?" I'd ask.

I cheered strikes and spares, laughed at jokes, and, just when a conversation would start, Louie would yell "Tim, your turn!" and I would ask again, "Already?" A couple of the athletes had advice on how to bowl, how to throw, how to hold my wrist, and other useful tidbits. Brad (another Athlete), however, said to me something similar to what my own

mother used to say, “It doesn’t matter if you win or lose, but if you have fun, get a little exercise, and make friends, you’ve done well.”

Kin Len did. He bowled his first frame and got two points, a poor start. The girl before him had gotten a strike, so he suggested to her that he should learn from her. “I’ll watch you,” he stated, “and do what you do.” So, she stepped up for her next frame. She carefully selected the ball, and wiped it thoroughly on a towel next to the computer. She did this for all three shots, and this time bowled a spare. “So, I do it like you?” Len asked. “Yes” came the enthusiastic reply. Len proceeded to carefully pick a ball, since he didn’t bring his own out, Len had to pick at random. Just like his new friend, Len cleaned the ball on the towel, and proceeded for three throws to get three points. As he came back, the coach leaned over and told Len that the towel belonged to the girl, not the team, and that nobody else had ever been allowed to use it. She liked Len enough that she let him use her towel.

Life Member Kin Dave, meanwhile, had a rivalry formed with one of the athletes he was bowling with, she laughed as she told him she would beat him. LM Dave gave her a high five after the game, recognizing the mutual respect of each other’s ability, and a close battle. I cannot remember who won, but it was a mere five points.

By the end of the two hours, I was exhausted, and a little sore. Every time I bowl, I say that I should bowl more often, and one of these decades, I will. Every single athlete thanked us for spending the evening with them, and for donating their shirts last year. That sticks with you. What we will be taking back to the club isn’t just the thanks of the Olympians, it’s the challenges: Come out again, and, in the summer, maybe a baseball game.

I hope we can. It sounds like fun, but Louie just told me I’m up again. “Already?”

**Serving the community’s greatest need.**



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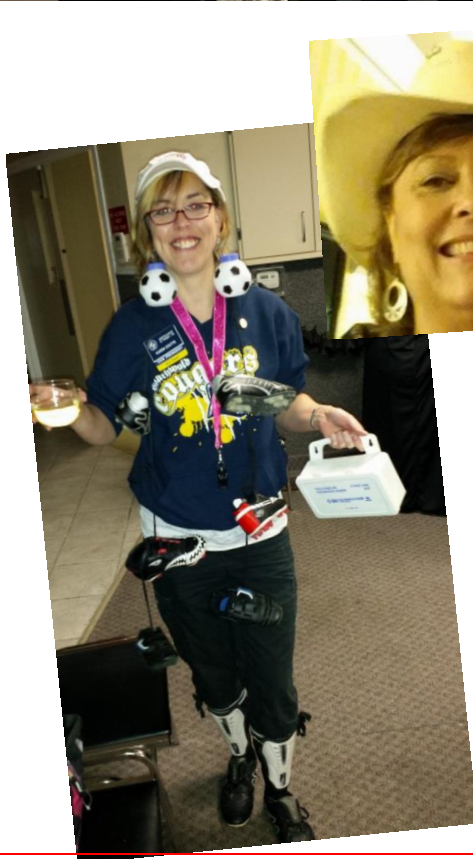
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Canada N5P 4H4







On October 25th, the **Kinette Club of St. Thomas** held their first ever ladies only Diamonds and Denim Fundraiser Dance and Silent Auction in support Violence Against Women Services Elgin County.

The was filled with close to 100 Ladies in attendance, DJ and fellow Kinsmen, Shawn Halroyd of Magic Light and Sound got the music pumping and the ladies flowed to the dance floor. Generous, local business owners donated a variety of silent auction items made available for bidding, and to capture the good times, plenty of 'selfies' and group pictures were taken. It was quite evident everyone had a blast and the most common comment from attendees and Kinettes alike, "this night is just what we needed – time with friends".

At the end of the evening, the members of the club offered congratulations to Allison Peters, lucky winner of the Diamond Tennis Bracelet, valued over \$450.00USD! As a result of everyone's support, the Kinettes were able to present a cheque for the funds raised to VAWSEC Executive Director, Liz Brown, totaling \$1,100.00! The Kinettes were deeply moved to learn this donation will be utilized for the VAWSEC transportation services, which provides women living beyond the city limits, with no transportation, a way to access the facility at no additional cost.



The Kinettes are excited to report they are looking forward to hosting a 2<sup>nd</sup> Annual Diamonds and Denim Dance next year!





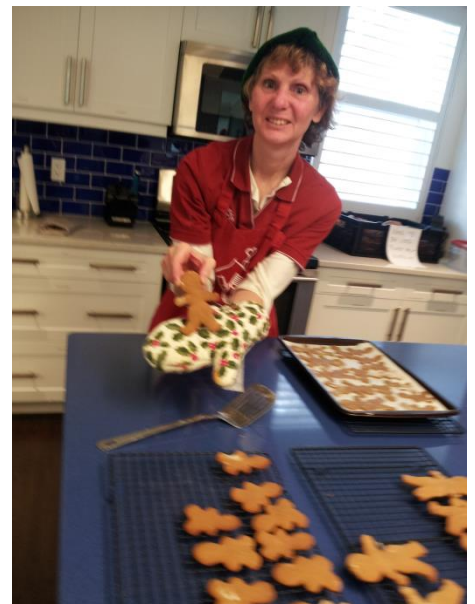
## London Kinettes:

We were there from 11 - 2 and made over....(DRUM ROLL!) 750 cookies.  
Cheryl, Amy and Cindy made Gingerbread People cookies; Bea, Ran and Carol made Chocolate Chip Cookies.

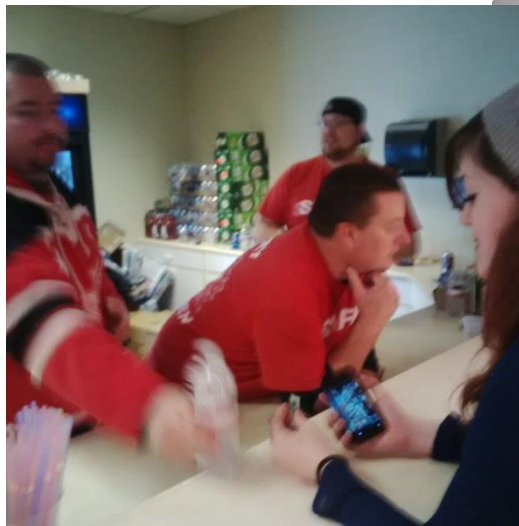
The Cookies were bagged in dollar store Christmas bags - 4 to a package, so families could grab and go to their rooms or to the hospital.

We had lots of volunteers to taste our cookies and the smell was amazing throughout the house!

Volunteers are always welcome at Ronald McDonald House







**The Kinsmen Club of Sarnia** is proud to report on a new project, Good Kin Shawn had an instant idea of a toll booth at Walmart after seeing another group, his thoughts were " why not Kinsmen". He approached Walmart on the idea and to his surprise everything was approved !!

It was only two weeks later from conception that the project took place and we raised over \$1800.00 over a period of 6 hours, plus Walmart will match dollar to dollar to a maximum of \$500.00 so we should be receiving a Cheque from Walmart very shortly for \$2300.00.

Congratulations Kin Shawn for taking an idea and going with it.

The Kinsmen Club has voted on a new Club shirt, I will tell you it makes a difference!! The National Anthem . the Kin Song just gets belted out from a small group of guys, and from the podium to see a sea of red and white Shirts is just simply amazing!!

President Kin Randy





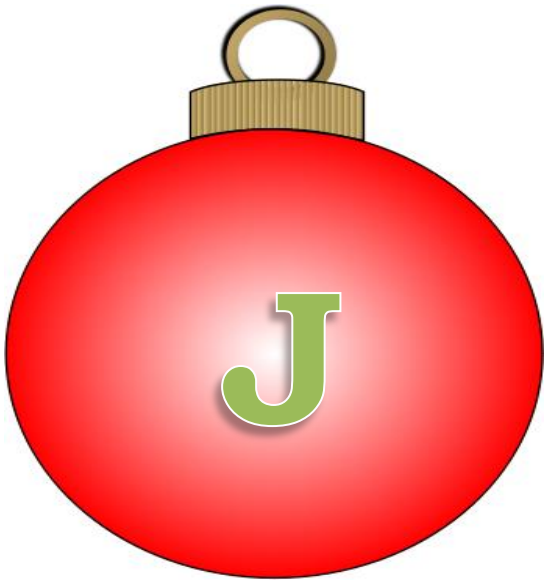
### **Thank you Windsor Kin Club:**

Sometimes it is the little things friends do that mean so much to a person. The Winsor Kin Club made a point of acknowledging my birthday on Friday of FLC weekend with this huge card. Friday night people were signing it for me. What a wonderful birthday present from all of you.

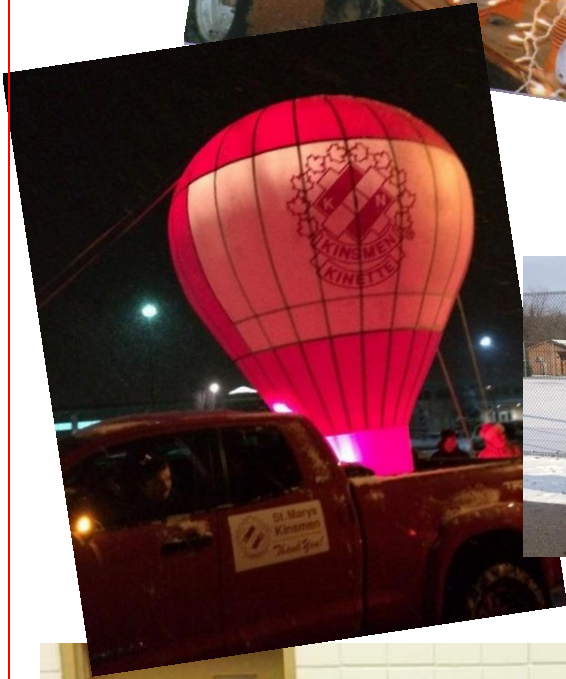
Thank you so very much !!

Terri









## **Zone K Kinettes**

*The Kinettes in Zone K have been working very hard on projects and events this year. With the holiday season beginning many of the clubs have held events and supported others to bring a little Christmas Magic to their communities.*

*Clinton Kinettes have a number of projects planned for this Kin year. They have already completed the Terry Fox Run, Little Caesars Pizza sales. In November the Club held a new event, a Bake and Christmas Décor New to You sale. It was very well received and may become an annual event. The local "Rack and Room" 2nd hand store and food bank greatly received the items left overs. Poinsettias sold for Cystic Fibrosis will soon be delivered. The 1st weekend in December, the Kinsmen and Kinettes will be helping Santa by organizing his annual night time parade down main street Clinton.*

*The Ladies enjoyed a social, in which they attended a team building exercise at the "Edge of Walton" challenge course. After they were joined by friends and guests for a mystery tour and scavenger hunt. In November they were also very happy to support the annual Kinsmen Ladies First night. It was a great show and fun night of fun and frolic.*

*Goderich Kinettes have been working in the community with Christmas for the Kids, Santa Claus Parade, and Care packs for Teens.*

*Hensall Kinettes continue to work on projects to support the Hensall area.*

*Mitchell Kinettes held "Shut the Front Door" night, with great support from the community making it a very successful night. In October the ladies also promoted awareness by sporting "Pink Bras" for Breast Cancer. They will all be busy making Christmas Cookies for their Christmas meeting and exchange.*

*St. Marys Kinettes have had a busy Fall. They welcomed 2 new members; Laura Rooke and Kayla Klomp. The first ever "All About Me Ladies Day" on October 19th was a great success. It was a day of guest speakers and 24 vendors. For being a first time project it was a great turnout. Thursday November 13th the club assisted some local merchants in a Christmas Home Tour. The Salvation Army benefitted from tickets sold and that cheque donation was \$1231.00! They participated in the Santa Claus Parade on Friday, November 14th with the Kinsmen. Lots of kids were on the float and lots of candy was handed out.*

*Club socials have included a movie night and are getting together with a local florist for the 2nd annual Christmas Urn creation night. During the month of November we sold Poinsettias for our annual fundraising for Cystic Fibrosis. We continue to help at our monthly Blood Donor Clinic on*



# Utilizing High School Volunteers

By Laura Hamilton

Canada has a rich history of volunteering. The [latest statistics \(2010\)](#) show that more than 47% of Canadians volunteer an average 156 hours each year. When we focus on just the youth demographic (age 15-24) that percentage jumps to 58%. And while high school students are unlikely to become official Kin members in their teen years, they are a great group for Clubs to be utilizing.

Canadians seek different volunteer experiences throughout their lifespans as their circumstances and priorities change. Traditionally, volunteering has been a feel-good way to give back to the community; but now, it has also become a means for young people to gain skills for the labour market. A lot of Canadian high school students need 30-40 volunteer hours as a requirement to graduate. Having students help with your Kin events is a win for both you and them.

Bonus,

- This youth demographic opens up a new network pool: their friends and family.
- A great experience helping with a Kin event may start students thinking about future membership. Let them know about our University Campus Clubs.

Remember,

- Student tasks should be specific and well defined. Don't just tell them to "set up the room," explain that you need three rows of tables with 8 chairs around each.
- Tangle results are more motivating. Having students stuff backpacks with supplies for homeless, gives them a big pile of results to be proud of.
- Students are good with technology. If you haven't started advertising events on social media because you don't know how to, a high school student can give you a great tutorial.

Risk Management

- Have the student or legal guardian (if the student is under 18) sign off on the expectations and duties involved.
- On their first day, the student should receive an orientation and safety instructions related to the tasks you're asking them to perform.
- Duties should be age and skill appropriate. Do not ask students to handle dangerous materials or to operate power tools and motor vehicles.
- Some of your club members may want to undergo a "vulnerable sector check" at through your local police. (Some schools may require it of you.)
- Or liability coverage will extend to cover students under the 'volunteers policy;' but you should also ask the school if they have their own student volunteer coverage.
- If you decided to take on a student, please contact Melanie at HQ, for insurance particulars.

This year, expand your club's reach and perspective by taking on some high school volunteers. Make positive connections with young people and share with them what Kin is all about.

# Happy Holidays Joyeuses fêtes

The generosity and kindness of Kinsmen and Kinettes continues to give hope to Canadians living with cystic fibrosis.

Thank you, Kin Canada, for an inspirational 50 years of partnership.

La générosité et l'amabilité des Kinsmen et des Kinettes continuent de donner espoir aux Canadiens atteints de fibrose kystique.

Merci, Kin Canada, pour ces 50 années d'un partenariat des plus inspirants.



**Kin Canada**  
Kinsmen • Kinettes • Kin

Together for life® Unis pour la vie™



# It is Hal Rogers Endowment Fund Season !

## We Must Not Forget Education

I have been a police officer for 19 years. I have seen families from all walks of life, those with a great deal and those without. I quickly learned that it didn't matter how many parents or how much money, what does matter is how much love there is in the home, rules and guidance for children and role models in a young adult's life. Anyone can influence the life of a child, even a stranger.

As Canadians, we are blessed. We dream of what we want and how we will get it: a bigger house, a new car, a great vacation or other material things. But many Canadians dream of having what most of us take for granted: an education.

The overall poverty rate was 9% in 2010 as measured by Statistics Canada's after-tax Low Income Cut-Off (LICO), representing over 3 million Canadians. Individuals living with one employed person account for almost 40% of those financially struggling in Canada today. We must support our Canadian youth and adults who want to attain a degree or certificate of training, to give Canadians that are able and willing to learn the hand up they deserve.

The Hal Rogers Endowment Fund is a bursary program that asks for applicants to provide detailed information on their family status, financial means and financial holdings. Other factors such as number of parents in the family, number of siblings, medical or other contributing factors that add stress and strain are all measured to help us identify successful applicants for the bursaries we give out each year.

The number of bursaries awarded each year depends on the Fund's balance. The Hal Rogers Endowment Fund depends on donations from Kin, Kinsmen and Kinette Clubs, as well as individuals and businesses. Since 1995, over 900 students across Canada have been given support to follow their dreams. Donations from our clubs and fellow Canadians have made it possible for students to overcome personal and financial barriers to reach for the stars.

We need your help to ensure young Canadians don't have to choose between having food to eat and buying textbooks for class. Your contribution can help change a Canadian student's life forever.

Please [donate online](#) or contact Lindsay Irvine by email at [lirvine@kincanada.ca](mailto:lirvine@kincanada.ca) or phone 800-742-5546



800-742-5546 ext. 215 to make a donation.

If you or someone you know may qualify for one of our bursaries, visit our page on the [Kin Canada website](#).

Vicki Chalker  
Board of Trustee for HREF  
Kinette club of Mt Pearl, NL

### HREF - Fast Facts

- 854 bursaries, worth \$854,000, have been awarded since 1994.
- 156 applications were received for the 2014-2015 school year and 50 students from across Canada each will receive a \$1,000 bursary.
- Kin Canada Bursaries is one of the largest non-corporate providers of bursaries in Canada.

## About Kin Canada Bursaries

Kin Canada Bursaries is a program of the [Hal Rogers Endowment Fund](#), supported by Kinsmen, Kinette and Kin clubs, and public donations, across the country. Each year, \$1,000 bursaries are awarded to successful Canadian applicants who are pursuing post-secondary education at a recognized university, community college, technical institute and other schools for advanced education.

Of the bursaries awarded, there are four named bursaries: The "Diana Lyn McKenna Memorial Bursary" to a student from Ontario in the Health/Sciences field, the Bob Pittman Bursary for a Business student, the Kevin Denbok Bursary for Music students and the Winnipeg Kinsmen Jackpot Bingo Bursary awarded to a District 2 student.

### Background



Throughout his life, Hal Rogers believed in the value of education. In his own words, "providing and promoting the finest and most effective education possible for our young people" was a noble endeavor.

Hal's commitment and devotion to education is evidenced in his many years as a trustee on the Forest Hill Board of Education. In addition, the Ontario Secondary School Teachers' Federation named Founder Hal the first recipient of the coveted Lamp of Learning Award (pictured right) in 1950. The Lamp is awarded annually to a non-teacher who has made an "outstanding contribution to public secondary education in the Province

### Application Form

The application for the 2015-16 school year is now available. [English Form](#) & [French Form](#). The deadline is February 1, 2015. Kin Canada Clubs play a vital role in the Kin Canada Bursaries program. They make donations to grow the fund, which affects how many bursaries are awarded each year.

### Eligibility

- Must be a Canadian citizen or landed immigrant.
- Must be a student in the process of graduating from high school or currently studying or registered at a post-secondary institution.
- Must complete the current application form and submit it to the Kinsmen, Kinette or Kin Club closest to their permanent residence by February 1. Bursary winners are notified before June 30 by their sponsoring club.
- Will be evaluated on their community and school involvement, knowledge of Kin Canada and financial need.

### Application Process

The bursary application deadline date is February 1 of each year. If you've applied to a local club, the selection process is as follows:

Each club reviews all submitted application forms and selects one to be endorsed and forwarded to the Board of Trustees for review on or before March 1.

The Board selects a number of applicants to receive a bursary of \$1,000 each, based on that year's contributions to the Hal Rogers Endowment Fund. The successful recipients and their sponsoring clubs are notified by June 30

**For further information or for any questions please contact District Service Directors Dan Strugar or Tiffany Allan at [district1cfservice@gmail.co](mailto:district1cfservice@gmail.co)**



# Great Terracycle News for District One ! NEW BRIGADE !!!

We have been accepted  
into the **HIGHEST**  
**PAYING BRIGADE !!**

Use you club contacts  
and partner with them

ACCEPTED  
WASTE



All proceeds to HREF  
and credited to your  
club !!

Work with local schools &  
cafeterias for collection

**Collect at least 2.8 kg (approximately 500 drink pouches) of approved packages to fill a box or bag. Contact Service Director Dan for free shipping label and send. He does the rest for you !**

Questions? Contact District Service Director Dan Strugar @ [district1cfservice@gmail.com](mailto:district1cfservice@gmail.com)

# Lift Truck



Glenn Dobben  
519.323.1734  
Fax 519.323.9980

## SAFETY TRAINING SERVICES

These days, if you're a leader of any type, you can't simply order people around and expect them to do what you want. They may follow your directions, if you are watching, but once they're left on their own they'll go back to doing what they think is important.

Leaders today, more than ever before, have to win people's cooperation. And there are two main ways of doing so: motivation and inspiration. Although the two words are often used interchangeably, they actually mean quite different things – depending on what you want to achieve.

Motivation is about moving people to act in a way that achieves a specific and immediate goal. When you're motivating people to do something they may not necessarily want to do, you have to offer them something they want in return.

When coaches give their teams a pep talk during halftime, they are using motivation. They want their players to charge back onto the field or the court with renewed energy and focus, even though they may be too tired or disheartened to try. Their reward? Victory.

To motivate your people:

**Tell people exactly what you want them to do.** Motivation is all about getting people to take action, so don't be vague. Avoid generalities like, "I want everyone to do their best." Say, instead, "I need you to come in over the weekend so we can get this project done."

**Limit the amount of time or effort that you're asking for.** It's easier to ask people to help one night or even every night for a week than to expect them to help you indefinitely. Set an end date.

**Share in the sacrifice.** Leaders don't ask people to do what they themselves aren't willing to do. Don't tell your people to work on the project over the weekend if you've got plans for a spa day. Roll up your sleeves and share the load.

**Appeal to their emotions.** Fear focuses people's attention and can be an effective motivator. ("If we don't get this done right now, this project will fail.") But if you keep resorting to fear, you'll end up de-motivating people. People are also motivated by-and prefer to be motivated by-positive emotions like excitement, pride, a sense of belonging, and the thrill of achievement.

**Give people multiple reasons for doing what you want them to do.** You can give your own reason or the organization's reason for requesting the action. "If we don't get this project completed on schedule, the community will lose faith in us." But the best reason of all is always personal. You may talk about something as intangible as the camaraderie that comes from having achieved something important together.

Inspiration, on the other hand, involves changing the way people think and feel about themselves so that they want to take positive actions. It taps into people's values and desires.

Commencement speakers – the best ones, at least – inspire their audiences. They talk about the challenges the graduates will face, either personally or collectively, and the possibilities of making a difference. Inspiration appeals to the best aspirations of people,



and its underlying, often unspoken message is “You can become what you want to be.” No reward is promised, other than the reward that comes from within: the sense of personal satisfaction.

As a leader, anytime you talk about values, about identity (either the club identity or each person’s identity), and about long-term goals, your intent – whether you know it or not – is to inspire.

To inspire the members:

**Be the change you want to inspire.** Your reputation, your character, your behavior will inspire people more than anything else. The only way to call the best out of others is to expect the best from yourself.

**Tell a story.** Stories don’t tell people what to do. They engage people’s imaginations and emotions. They show people what they’re capable of becoming or of doing.

**Appeal to people’s value system.** Ask them to act in a way that is consistent with the values they themselves profess.

**Trust people.** When you’re inspiring people, you’re not telling them exactly what to do or giving them precise directions. You’re empowering them to be their best, trusting that they will then do the right thing. And the right thing they do may not be what you were expecting; it may be something beyond your wildest expectations.

**Challenge them.** People aren’t inspired by doing the ordinary or by meeting expectations. They’re inspired by the exertion, creativity, and sacrifice needed to exceed what they themselves thought possible.

Motivation and inspiration are not the sole province of professional speakers and preachers. They’re tools leaders’ use all the time – in one-on-one conversations, in meetings and in formal presentations – to bring out the best in their people. It’s just a matter of knowing the right time and the right situation.

When there’s an immediate, short-term and specific goal that you want your people to achieve, you need to motivate them. When you want to shape people’s identity and their long-term aspirations and commitments, you need to inspire them.

Antoine de Saint-Exupéry, the French aviator and author of “The Little Prince”, wrote, “If you want to build a ship, don’t drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.” Sometimes you need to do both. You need to enlist and organize people to do a specific task-to build a ship according to specs, on time and on budget-and sometimes you need to activate people’s desires and stand aside. Who knows, you may be surprised by what they do.

Respectfully submitted by Governor Marty

In Celebration of Founder Hal  
**MARK YOUR CALENDARS**

**Saturday, February 21, 2015**

**NATIONAL DAY OF  
KINDNESS**



**What better way to celebrate our founder than to serve your community and possibly recruit a few members?**

Over 113 Clubs participated last year with over 5,800 acts of kindness performed across Canada.

This national project is a great way to connect directly with members of your community. The acts can be anything from buying a coffee for the someone, visiting a seniors' residence, reading to school children or helping someone with their groceries.

Thank you to all of the members who participated in our survey, we heard you!

If your club would like to take part and receive a NEW AND IMPROVED kit, please look for our online order form which will be available by the end of November.

If you have any questions please contact Lindsay at [lirvine@kincanada.ca](mailto:lirvine@kincanada.ca)  
Ordered kits will be mailed in January 2015.

**JOIN THE CELEBRATION!**



**WALK WITH CYSTIC FIBROSIS CANADA ON  
MAY 31, 2015**

**REGISTER. DONATE. VOLUNTEER.**

[www.cysticfibrosis.ca/greatstrides](http://www.cysticfibrosis.ca/greatstrides)



**GREAT STRIDES™ WALK**  
**TAKING STEPS TO CURE CYSTIC FIBROSIS**



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Cystic Fibrosis  
Canada

Breathing Life Into The Future





# D1-2015

## SPRING CONVENTION

# BRIDGING THE GAP



### Registration Information

Name: \_\_\_\_\_

Spouse: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Postal: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Home Club: \_\_\_\_\_

Is this your first Convention? YES NO

Amount Enclosed \$ \_\_\_\_\_

### Dietary Considerations:

\_\_\_\_\_  
\_\_\_\_\_

### Accommodations:

The entire Conference will be held at:  
**The Best Western Guildwood Inn**  
1400 Venetian Blvd, Sarnia, ON N7T 7W6  
(519) 337-7577

Price \$105.00/night single or \$115/night double  
Prices do not include HST  
Rates Guaranteed until April 17, 2015  
Ask for KIN Conference Pricing

Hosted by Zone G Family of Kin

### Full Registration

Full early (if paid in full by April 17/2015) **\$150.00**  
Full late (if paid in full after April 17/2015) **\$165.00**

#### Includes:

**Friday May 1, Opening Ceremonies 7PM**  
**Friday May 1, Hospitality Suite**

**Saturday May 2, Breakfast**  
**Saturday May 2, Lunch**  
**Saturday May 2, Governor's Ball**  
**Saturday May 2, Hospitality Suite**

**Sunday May 3, Breakfast**  
**Sunday May 3, Cystic Fibrosis Brunch**

### Partial Registration

<b>Saturday May 2, Breakfast</b>	<b>\$25.00</b>
<b>Saturday May 2, Lunch</b>	<b>\$25.00</b>
<b>Saturday May 2, Governor's Ball</b>	<b>\$60.00</b>

<b>Sunday May 3, Breakfast</b>	<b>\$20.00</b>
<b>Sunday May 3, Cystic Fibrosis Brunch</b>	<b>\$45.00</b>

### Mail Registrations to:

Randy Samms  
604-380 Exmouth St.,  
Sarnia ON N7T 5N7  
**EMAIL:** randysamms@hotmail.com

### Make cheques payable to:

Dresden Kinsmen Club