



Kiwanis Kannon

website @ [www.greensborokiwanis.org](http://www.greensborokiwanis.org).



The Kiwanis Club of Greensboro meets at noon each Thursday at the Marriott Hotel, 304 N. Greene St. Greensboro, NC

President: Preston Allen   Past President: Randy Underwood   President-elect: Mo McCord  
Vice-president: Glenda Burkett   Secretary/Treasurer: Liz Reinecke

## *Achieving Club Excellence A formula for a healthy Kiwanis Club*

May 2017

On Saturday, April 8, several members of the club attended the Carolinas District coaching day at the Guilford Technical Community College campus at Jamestown. This event was billed by the District office as a leadership training day, and many of the current Board members attended. Everyone from the club was invited, and several non-Board members also took advantage of the opportunity to meet members from other clubs and to hear the excellent list of speakers.

Following opening remarks, there were three tracks to choose from: service growth, membership growth, and club strengthening. Attendees could choose to go to four talks in a chosen track, or mix and match according to their interest in each topic. However, from the outset, it became clear that the district was working closely with Kiwanis International (KI) to foster one objective: growth and development of every club in the country, district by district. Every talk was devoted to strategically developing Kiwanis for the future as a major civic club to meet a very significant need: serving and improving the lives of children.

The need for Kiwanis in our community of Guilford County was emphasized, with children in this County facing severe challenges, including:

- poverty
- lack of health care
- struggles to read
- chronic absence from school
- hunger
- lack of parents/one-parent families

*Continued on page 2*



# Achieving Club Excellence

(Cont. from p. 1)

Unfortunately, at precisely the time when there is greater need, Kiwanis clubs in the district and nationwide are facing a reduction in membership. When one understands that each member impacts the lives of over 200 children in a positive way, a reduction in membership represents a lost opportunity of significant proportions. Our club, the Kiwanis Club of Greensboro, once had a membership of 250 members, and although still a large club, current membership has slipped just below 150 members.

**"Each member impacts the lives of over 200 children in a positive way, so a reduction in membership represents a lost opportunity."**

So, KI has spent considerable time and effort looking at ways to reverse this trend. The results of this were covered in the leadership training done at GTCC. The idea is to ask clubs to focus their efforts on planning for the future by developing their own plans to build, grow, strengthen, and maintain membership levels. KI and the District leadership emphasized that they believe there are five elements required to be successful. These are:

- Relevant hands-on service in the local community
- Use of best practices for service clubs
- Development of appropriate SLPs
- Marketing and publicity, and
- Lots of fun!

A key issue will be to attract millennials who work in the professions. KI believes that clubs have lost touch with young people in the community and do not fully understand how to communicate the important messages of Kiwanis. To this end, a priority needs to be given to balancing age groups in member clubs, which means focusing on the needs and abilities of all age groups. KI has therefore been experimenting with the concept of satellite clubs to be associated with its more traditional clubs, and there are several success



stories about these that were shared with members at the leadership meeting.

This does not mean that all satellite clubs are for millennials. For example, there is an opportunity for recruitment of new members and satellite clubs at senior communities, of which there are several in and around Greensboro.

To assist clubs with planning for future, KI has introduced the I-Plan. Members will be hearing this referred to frequently going forward, and various programs will be built around its four principles:

- Inspiration
- Impact
- Image
- Investment

In a nutshell the I-Plan refers to the need to review what the club does: are the projects being done meaningful for the children of the community, are the projects impactful (cost vs. benefit), is the club projecting an image from these projects that encourages more people from the community to come on board to help, and are club finances in order so that members can ensure that monies are spent wisely and properly?

The Board has been considering the development of its own strategic plan, and intends to build this around the Kiwanis International I-plan. At the April 20 meeting, Mo McCord outlined the mission of the planning committee, and indicated some of the approaches being considered. His remarks are summarized on page 6 of this newsletter.

# Our May Programs

**May 4, 2017**

**Zack Matheny**  
**President/CEO of Downtown Greensboro, Inc.**

## Challenges and opportunities for Downtown Greensboro

*Introduction:* Vance Barron  
*Invocation:* Cantey Alexander  
*Guests:* Sally Millikin  
*Courtesy:* Woody Deyton  
*House:* Curtis Laughlin, Tom McClure, Churchill Brown, Randy

Uzzell

*Reception:* Kenton Kreager, Woody Deyton, Jim Baker  
*50/50:* Bob Nolan, Andrea Neese

Zack Matheny has been President and CEO of Downtown Greensboro, Inc. since July 2015. He was a Greensboro City Councilor for more than seven years prior to being appointed to his current position. He is a graduate of North Carolina State University and has been an active leader in Greensboro's community affairs for many years.



**May 25, 2017**

**Margot Knight Metzer**  
**Executive Director, NC Craft Brewers Guild**

## The state of craft brewing in North Carolina

*Introduction:* John Forbis  
*Invocation:* Doug Albright  
*Guests:* Doug Swanson  
*Courtesy:* Monica Vaughan  
*House:* Walt Sowinski, Robert Bell, Miriam Bradley, Jim Armstrong  
*Reception:* Kenton Kreager, Woody Deyton, Tom Smith  
*50/50:* Danny Barden, Scott Harkey

**May 11, 2017**

**Allan Krahn**  
**Pilot, Production Flight Test, Honda Aircraft Company**

## Adventures in flight: experiences of a kid from Canada

*Introduction:* John Forbis  
*Invocation:* Bob White  
*Guests:* Anne Daniel  
*Courtesy:* Sally Millikin  
*House:* Bill Britt, Woody Deyton, Allison Fuqua, Dave Kinne  
*Reception:* Kenton Kreager, Woody

Deyton, Ben Coston  
*50/50:* Dixon Johnston, Robert Gretton

Allan Krahn started his career at the age of 19, when he learned to fly in Victoria, British Columbia, in his native Canada. He learned to be an aircraft mechanic along the way, spent two years as a missionary in Bolivia, spent five years as an agricultural pilot, and then transitioned to a 28-year career as a flight test pilot, first at Learjet in Wichita, Kansas, before moving to his current position at Honda.

Margot Knight Metzer is executive director of the NC Craft Brewers Guild, a not-for-profit industry trade association representing more than 200 breweries and those planning to open a brewery in North Carolina at some time in the future. She previously directed the public relations program for "Visit North Carolina." Margot also has experience as an executive director of the NC Wine and Grape Council. She owns a bicycle shop with her husband, and they live in Raleigh with their two children.

**May 18, 2017**

**Ethan Albright**  
**Former NFL star and Coach**

## Life in the NFL

*Introduction:* Doug Albright or John Forbis  
*Invocation:* Alison Fuqua  
*Guests:* Sue Ireland  
*Courtesy:* Bob Nolan  
*House:* Clyde Taylor, Max Sharpe, Alan Atwell, Bill Roach  
*Reception:* Kenton Kreager, Woody Deyton, Marikay Abuzuaiter  
*50/50:* John Clark, Greg Williams

Ethan Albright attended Grimsley in the late 1980's, where he was an outstanding athlete who played all-state basketball, baseball, and football. At UNC Chapel Hill, he exemplified the highest academic and athletic ACC record. After college, Ethan played as a Long Snapper in the NFL for 16 seasons, with Miami, Buffalo, Washington, Green Bay, and San Diego. He was named to the Pro Bowl after the 2007 season. Since retiring in 2010, Ethan has been a softball coach at Page High, a kid's clinic director at the NC Coaches Association, and a color analyst for the Tar Heels Sports Network football broadcasts.





## Membership Moment Spotlight on Hugh Black

William Hugh Black Jr. has been a member of the Kiwanis Club of Greensboro since May 1994. Hugh is a VP/Business Development Manager at the Blue Ridge Bank, where he has worked since 2013. Prior appointments were with Bank of Oak Ridge, Fidelity Bank, BB&T, and Wachovia. Hugh attended high school in Raleigh and was a member of the class of 1977 at Appalachian State. He is an active member of the Presbyterian Church, worshipping at the Westminster Church on Friendly, and firmly believes that the power of prayer and support from Christians everywhere carried him through the organ donation experience he has had over the last couple of years.

With nearly a quarter century of service to the children of this community to his credit, it is perhaps not surprising that he is directly responsible for saving the life of a stranger, Scott Greene of Reidsville. But working in the community and putting one's life on the line are very different things, as Kiwanians heard when he gave the main lunchtime talk with Scott alongside him at the Kiwanis meeting on April 6.

On that day, it was notable to everyone in the room that Scott Greene was a man who looked the picture of health. But just one year ago, Mr. Greene's kidney function fell to only 6% and everyone knew that something needed to be done imminently. Fortunately for Scott Greene, he had already met Hugh Black at a Presbyterian Church pilgrimage the year before, where Hugh heard that Scott needed a kidney transplant within the next 12 months due to genetic cysts on his kidneys and reduction in the organ's functionality. Some 18 pilgrimage attendees and friends/family had signed up as potential donors. Each had been scrupulously examined and psychologically tested by Spring 2016, but only Hugh was left as a possible donor by then. Surgery had been earmarked for August, but Scott's very fast decline in the Spring moved up the schedule to May. As Hugh told the rapt audience in early April, thinking



*Hugh Black (center) with his wife, Laura, and friend and kidney recipient Scott Greene.*

about the possibility of donating a kidney, testing for the possibility, and even being selected, are very different experiences from actually saying yes. To actually lie on a gurney ready for an operation to remove one of your perfectly working organs takes more than courage, which Hugh has demonstrated he has in abundance. In Hugh's case it took faith in God above all else, and huge support from his wife, Laura, his family, his church congregation, and many letters of support via e-mail from people of all walks of life around the country and overseas who had heard about his commitment to save Scott's life via social media.

Scott Greene is walking around healthy today because of the courage of Hugh Black and his faith that God brought them together for a purpose and would support them both through the experience. Looking at both of these guys, who have moved from strangers to best friends, literally joined together by Hugh's kidney, and both in great health just one year on, one has to say that the faith was justified.

Parting words from Scott were "Little Hughie (his name for the new kidney) is working well. I can never thank Hugh enough. He saved my life!" As Kiwanians we are very proud of Hugh Black and our President, Preston Allen, told both Hugh and Scott that the club would donate \$500 to the Kidney Foundation to support the work to save the lives of other victims of renal failure.

# News and Views

## KIWANIS ONE-DAY

About 45 Kiwanians attended the "one-day" event at Hope Academy on Saturday, April 22. Also attending, along with the Kiwanis Club of Greensboro, were members from the Gate City club, the Edward Murrow club and the Grimsley Key club. Helping with the work instructions was Mattie Neese, Hope Academy's office manager.

Members arrived at 9 am and immediately busied themselves by tucking into coffee and doughnuts while they introduced themselves to each other and took stock of their surroundings.

Hope Academy is housed in a 100-year-old building attached to the First Baptist Church on Florida Street in the Glenwood area. The church originally constructed the building to serve as a church school, but the plan never materialized and it has been used for storage and various functions over the years.

First Baptist has recently given the whole building to the Academy to serve as its school, and as a first step in achieving the school's vision, it needed to have 100 years of trash removed from the many rooms on its three floors and basement. Mattie and the school staff had gone through the rooms and marked every pile of items as *keep, recycle, or trash*. Bill Shaw, who arranged and organized the Kiwanis One-Day, had a trailer to take recycled materials to the Patterson Street Recycle Center, and the school had ordered a big trash container. Moving the stuff to where it was to be disposed of was the job of the Kiwanis volunteers.

It is just amazing what can be done by a large team of people suitably motivated and given the



*Bill Shaw (standing on the trailer) and fellow volunteers got the recycled materials ready for disposal.*

right directions and tools. Our group finished the job by just after 11 am, barely two hours after we started!

Hope Academy is a private Christian school designed to educate, encourage, and equip students who are socioeconomically disadvantaged. The primary service area is the Florida Street corridor which extends from Holden Road to East Lee Street, and over 80% of the children served by Hope Academy are living in households that are near or below federal poverty guidelines.

The children in this area are struggling to cope with school, and the academic statistics in the Guilford School system make depressing reading. The majority of the children in this school's programs is in the second or third generation of poverty, and knows no other way of life. Hope Academy is trying to change the role of academics for these kids and make an impact on the social issues surrounding a life of poverty. It is supported in this endeavor by organizations such as the Kiwanis Club of Greensboro.

# ***Looking to the Future:***

## ***Greensboro Kiwanis to take active steps to reduce costs, increase membership***

At the April 20 meeting, Mo McCord, president-elect of the Greensboro Kiwanis, noted that although most members seem to be pretty happy with the current status of the club, the Board needs to look to the future in line with the expectations of Kiwanis International's I-Plan. Growing and maintaining the club is essential to both the future of the club and the children of Guilford county. To this end, the Board is considering satellite clubs and other ways to increase membership levels. Reducing operating costs is also important so that the club can reduce membership fees, as it is felt that high dues are deterring new members from joining. New members mean higher revenue and this in turn will mean higher service levels for local children, thereby assisting in broadening the scope of the services the club can support.

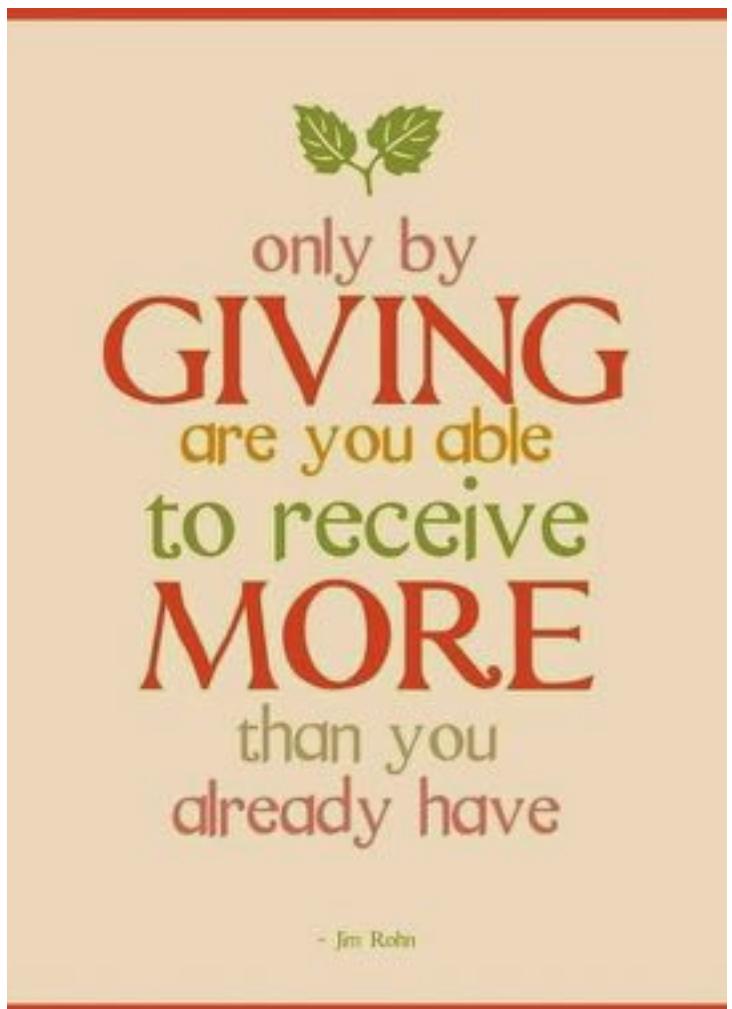
Mo indicated that as a first step in doing something positive in reducing costs, the Board was no longer meeting for dinner each month at Starmount Country Club for its Board meetings, a long-held tradition of the Board. Instead it would meet without a meal at the Boys and Girls headquarters on Westover Terrace. Other cost reductions were being considered by the Board, although it should be noted that the Board in no way wants to adversely impact the important aspect of having great speakers for its weekly luncheons and other fun activities held on a regular basis. There will be much more on all of the above in the coming weeks, some of which will be featured in more detail in future editions of the Kannon.

As this wonderful club moves towards its centennial celebrations in 2019, the objective is clear: maintain the great club we have, while at the same time ensuring that we have a healthy club with the highest standards of excellence that will be attractive to members of all ages in the community.

## **May Birthdays**



8 Don Vick	25 Sheila Cauthen
9 George Uzzell	25 Eugene Sanders
11 Bob Hood	27 Mack Conway
11 Ed Winslow	27 Paul McAllister
12 Barry Smith	28 Adam Kensky
22 Vance Barron	31 Eugene Lester
22 Bill Black	



## **WYNDHAM CHAMPIONSHIP**



The time is nearing for the Wyndham Championship golf tournament! The tournament is August 14 – 20 at Sedgefield and the Kiwanis Club of Greensboro is working Gallery Control on Thursday and Friday August 17 & 18 on hole 6.

For those who don't know, we have done this for several years and need volunteers for the event. Hole 6 is a downhill par 4 that has a creek crossing

the fairway at the bottom of a hill. The players have to position their tee shots to avoid the creek and still give themselves a good chance to hit the elevated green that slopes from back to front. It is a challenging hole and an interesting one to work on.

We need nine people on the hole at all times to properly control the "gallery" from tee to green. We work in shifts of 5 – 6 hours each with the morning shift starting about 7:30 and the afternoon from noon to around 6:00 or so. Some of our volunteers work all day! If you have any interest in joining us this year, please sign up on line with [www.wyndhamchampionship.com](http://www.wyndhamchampionship.com) and put in your affiliation with Kiwanis Club of Greensboro.

There is a charge of \$50 which gets you a volunteer shirt and hat, a volunteer credential and companion tickets for all days of the tournament. The volunteer credential gets you in any day, even the days you're not working. It's still early yet, but please keep this in mind. If you have questions contact Tom Taylor at [tom@taylorappraisersnc.com](mailto:tom@taylorappraisersnc.com) or 336-339-1099.

### ***President's Message***

As you might have noticed, the days are growing longer, temperatures warming, leaves and flowers returning from their winter rest and the Kiwanis Club of Greensboro is springing into the second half of our year.

We recently showed our spring with Terrific Kids at Gateway Center on April 26 and Kiwanis One-Day at Hope Academy on April 22. These are just examples of how we as Kiwanians are constantly helping kids all the time. That should lift the springtime spirits of all members of our club and I know it does.

We should all take pride in what we as a club do as well as what we as an international organization do to help kids locally and around the world. We internally are always evaluating how we can make our resources stretch to help more kids whether it be growing membership to reach more kids or

stretching our dues further to be able to attract more members to our cause or reaching out to partner organizations to be able to multiply our efforts through a common goal. This is always on the minds of your board of directors.

We also know how much we value the fellowship we share when we meet for lunch or work on a project or attend an interclub. We like to be together! The speaker programs we are able to attract for our members is nothing less than stellar and we are always appreciative of those members who bring our club these intellectually stimulating or just plain fun programs.

Take some pride and joy in your membership in our great organization. We have a proud heritage and a bright future (don't forget your sunglasses). Share what we have with others. You will not regret it.

— Preston Allen  
President

# Membership Moment

At the April 20<sup>th</sup> meeting, you heard several board members speak about the initial plans for our 100th birthday celebration as well as some strategic thoughts to fortify our club for another 100 years! We have successfully survived because we have “adjusted to the times” and I would like to share with you the variety of membership categories available to attract new members. These categories recognize the life style of millennials and the dynamic demographics service clubs encounter today. We have these membership options:

**Regular Member status:** An active member who chooses to pay quarterly dues of \$205 per quarter which covers the cost of all meals per quarter. Most of our members are in this category.

**Young Member status:** an active member between the ages of 30-40 who chooses to pay dues of \$135 per quarter which are \$70 less than the full quarterly dues and covers six meals per quarter. Such members are welcome to attend additional meetings per quarter at a cost of \$15 (the cost of the meal) per meal/meeting. The additional billing for such lunches will appear on the next quarterly statement.

**Young Member status between the ages of 40-50:** an active member who chooses to pay dues which are \$45 less than the current full quarterly dues and which covers eight meetings per quarter. Such members are welcome to attend additional meetings per quarter at a cost of \$15 (the cost of the meal).

**Business/Organization Membership:** the business/organization joins the club as an active membership member. A business/organization may designate one or more employees and pays the Active Membership fees, dues, and charges of each employee. The business/organization is represented at meetings and events by the designated employee or employees. If a designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee. Current and future Kiwanis members of the same business/organization cannot replace their individual membership with a business/organization membership.



**Senior Membership:** for members with a history of 10 or more years of active Kiwanis membership (including prior Kiwanis Clubs) who are unable to meet attendance requirements due to health, business, or other extenuating circumstances. They are still responsible for district and international dues and foundation payments for this temporary length of time. If able to occasionally attend, they will be billed for their meals. After one year, this status must be reevaluated by the board.

All memberships are full memberships and we expect all members to participate in the club's activities to improve the lives of the children in the community.

There is a onetime initiation fee of \$60 for each membership which is a registration fee with the Kiwanis International organization.

We hope this information will help you to persuade prospects to join your long-standing, responsive, impactful, and fun service club.

Questions? Just contact anyone on the membership committee: John Bayersdorfer, Bill Walke, Bob White, Herb Oliver, Bill Roach, Rebecca Klossner, or any board member.

— John Bayersdorfer  
Membership Chair

