



Kiwanis
CLUB OF ROANOKE

October 2023
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"OUTREACH"

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President's Message

Yes, outreach is the theme of my presidency. No, it is not new. I have been championing outreach for a number of years. I have also been acting on it. Outreach explains why I added a non-Club member to the Environment Committee that I chaired, it explains why I did an exhaustive deep-dive reading one thousand pages in peer-reviewed journals about civic organization membership, it explains why I supported the leaders of the Nature Park in adding non-Club members to the project team, it explains why I designed our new Club website, it explains why I developed and received funding for a plan to advance Kiwanis awareness, and it explains why I partnered with a non-Kiwanis organization on KPAD. I could go on; you get the pattern.

My focus on outreach is based not only on civic organization research, but also on the informal survey I conducted where I found only 4% of the people

I surveyed in Roanoke knew anything about our Club. That's right, in spite of being the largest Club in the Kiwanis Capitol District, and one of the largest clubs in the world, we are a well kept secret here in Roanoke; only 4% know anything about us.

Here is a rhetorical question. If so few people know about our Club, how can we turn around our stagnant decade-long lack of membership growth? I don't see how we can unless we get serious about outreach. So, at the center of every activity we engage in, at the center of every committee we have, and at the center of every Club event, I wonder how we can get the word out. I wonder how we can reach out to the community to share our good story. We do have a good story, a great story. I wonder how each member, regardless of how active on social media they might be, can get the word out; many of us have kids and grandkids that are active on social media that can spread the word for us. I wonder how each committee or event planner can get the word out. I wonder how we can engage our expanded Communications committee to help us get the word out. I wonder how we can collectively increase the awareness of our Club in our community.

Let's act on our theme – Outreach!



Calling all Volunteers!

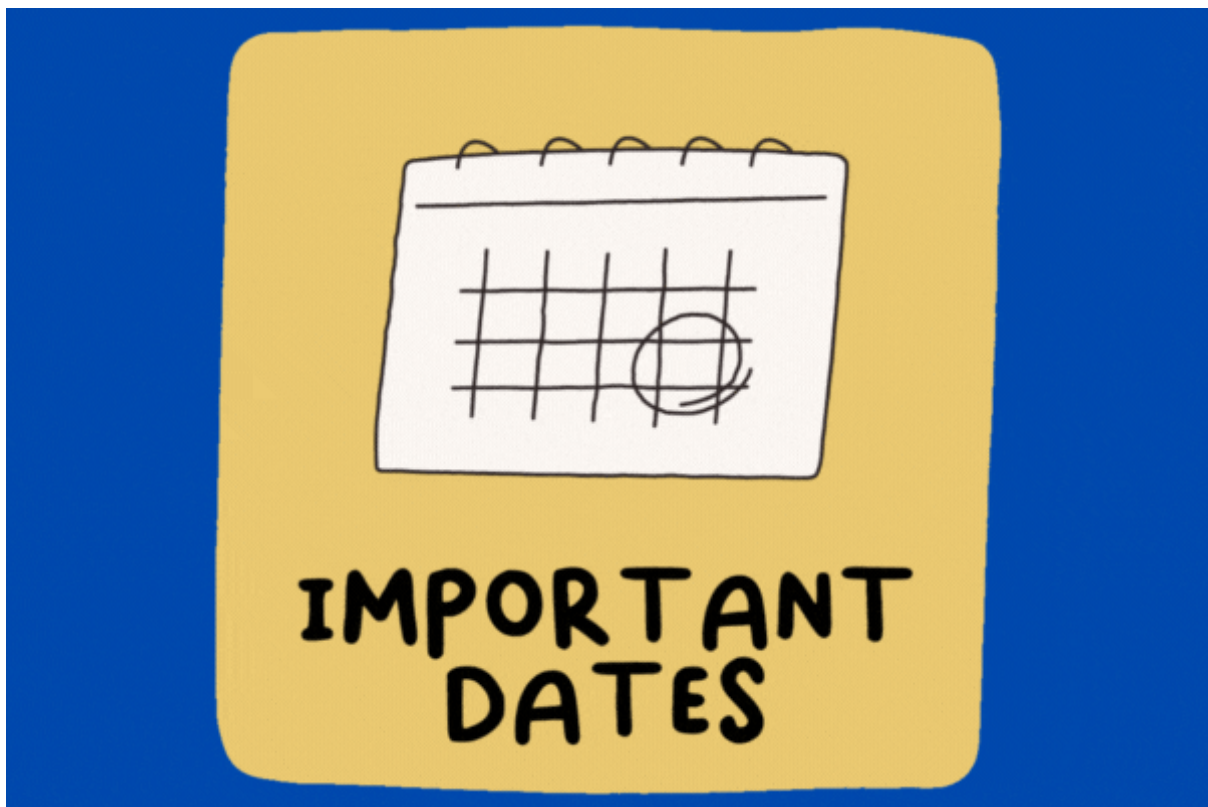
Even though our annual pancake fundraiser is still several months away...we are getting our promotions out early. Our Club is setting up a vendor space at The Stocked Market and the Holiday Craft Show. Both events are at the Berglund Center and help is needed to man (or woman) our booth for a 4-hour shift, where we will promote our pancake fundraiser and sell our new Roanoke Star ornament! Dates are **November 10-12, 2023 (Friday-Saturday) at The Stocked Market and December 2 & 3, 2023 (Saturday & Sunday) at the craft show**. If interested please email Jeanne Bollendorf at jeannekiwanis@gmail.com or call/text 757.773.3312

Survey

What do you think?

We are always improving and thinking about the future. How can we better serve you, our members, and our community? Our Strategic Planning Committee is asking for your help as they evaluate the previous strategic plan and create a new one for the next 5 years of our Club's activities.

[Complete the survey](#)



October 18 - (12:30 - 1:30 pm) Club Meeting - Cleopatra Kitt, PhD, Vice President of Leadership Development

October 21 - Bocce Ball Tournament

October 25 - (12:30 - 1:30 pm) Club Meeting - Dr. Calandra M. Quarles, Carilion Clinic

October 28 - (9:00 am - noon) Strategic Planning Committee

November 10-12 Kiwanis table at Stocked Market

November 30 Elf the Musical social at Mill Mountain Theater with reception

December 2-3 - Kiwanis table at Holiday Craft Show

December 16 - (9:00 am - noon) Strategic Planning Committee

May 4, 2024 - Kiwanis Pancake Day

Wednesday, October 18th, Club Meeting - Cleopatra Kitt, PhD, Vice President of Leadership Development

Ivies Incorporated of the Roanoke Valley has a focused strategic growth plan for collaboration, cadence, and a community centric focus. They are focused

on creating signature programs to impact the lives of our community.

Dr. Kitt has worked for the Fralin and Waldron families in Roanoke for twenty-six years. She has worked as the CEO of LifeWorks Advantage, Director of Special Projects-Operations, Vice President of Operations, licensed Nursing Home Administrator and Nursing Home. She has a PhD in Healthcare Administration from the Virginia University of Lynchburg and a MPH from the University of South Carolina.



Wednesday, October 25th - Club Meeting - Dr. Calandra M. Quarles, Carilion Clinic

Dr. Quarles will be speaking on the result of the 2021 Needs Assessment.

Dr. Calandra M. Quarles (Miller) is an internist in Roanoke, Virginia and is affiliated with Carilion Roanoke Memorial Hospital. She received her medical degree from Lincoln Memorial University Debusk College of Osteopathic Medicine.

Specialties, Internal Medicine

General internal medicine doctors, or internists, are primary-care physicians - PCPs - who perform physical exams and treat a wide spectrum of common illnesses in adult men and women. One of every four physicians in the U.S. is an internist, many of whom are also certified in one of 19 subspecialties, including cardiology, infectious disease and medical oncology.



Highlights from our last meeting



Brooke Tolley tells her autobiography story



President Mike O'Bochta announces his "Outreach" presidential theme



Sheyonn Baker introduces the meeting's speaker



Hollins University President, Dr. Mary Dana Hinton speaks of "Learning from the Margins,"





Kiwanis
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Happenings

Calendars for Residents at Salem VA

Please recycle the calendars you receive in the mail that you are not going to use by bringing them to the Kiwanis meeting for the resident at the Salem VA. They are used to help the patients follow the date. Only 2024 calendars are needed. Thanks for recycling and supporting this Kiwanis project.

Notes from John

Don Chichester is soliciting volunteers to assist with serving Thanksgiving Dinner at the Adult Care Center on Friday, November 17, the week prior to the holiday. Please email him at dnjchi@aol.com

Save Larry the Logperch -- CLEAN UP -- SAVE THE DATE

We (our Kiwanis Club -- ALL club members) are invited to join Clean Valley Council and "SERV" and others for our next MELROSE --Save Larry the Logperch -- CLEAN UP -- SAVE THE DATE: November 4th. Meet at the Goodwill picnic shelter at 2502 Melrose - morning start time (TBD). Suggestions for how to reward ourselves at the end? Maybe go to Chris' Coffee and Custard Restaurant At: 1824 9th St SE, Roanoke, VA 24013 -- remember the young man (differently abled) who gave a presentation to our club about his new business? Let [Cheri Hartman](#) know if you too can Save Larry - by cleaning up our watershed area -- and then -- warm up with Chris' coffee at the end.

Monthly board meeting highlights (10/9):

□ President Mike O'Brochta emphasized that his theme for the year is "Outreach," combining the goals of better addressing community needs confronting youth, the elderly and the environment, while also publicizing our efforts and making the club a "less well-kept secret." The theme will be prominently advertised throughout the year.

- Past President Jim Arend passed away October 4. As Jim was an active club member for 35 years, his presence will be deeply missed.
- We ended the 2022-23 Kiwanis year with 147 members, +2 for the year.
- The board approved a proposed budget from the grants committee as well as those submitted by the administrative and service budget committees. Next year's total service budget will be \$135,000, the largest in club history.

Other actions included:

- Resurrecting a Career and Technical Education program will be explored this year, depending upon specific board member interest.
- Additional funds will be allocated for club communications this year, including digital advertising and supporting a speakers' bureau to address outside groups.
- The Strategic Plan Committee has already met and a questionnaire directed to members is included in this newsletter.
- The new directory is on target to go to press by the end of October.
- Kiwanis Foundation of Roanoke President Don Wilson was recognized for concluding a successful three-year term, including serving as a member of the club board during that time.

You can find the [minutes to the meeting here](#).

Meeting Recordings

Note that club meeting recordings can be found on our YouTube channel [here](#).

Convention ribbons from a century ago

Secretary John Montgomery visited an estate sale a couple of weeks ago and came upon a rare find – DCON and ICON delegate ribbons from the 1930s. They once belonged to Norman McVeigh, Kiwanis Club of Roanoke president in 1933. McVeigh, founder of the grocery chain Mick-or-Mack, attended many Capital District Kiwanis conventions over

the years and evidently kept his bling. One of the badges was from the Kiwanis International convention held in Los Angeles in 1933, 90 years ago! The DCON ribbons included Baltimore, Lynchburg, Washington and Roanoke, all among the 10 oldest clubs within the Capital District, and all still active today. McVeigh, who died in 1974, was one of 10 Roanoke Kiwanians who launched our club's foundation in 1955.

Please email any potential happenings to Alex at abarge11@gmail.com.

Kiwanian Birthdays

October 2 Jenny Lee
October 6 John Edwards
October 8 Patrick Patterson
October 8 Brooke Tolley
October 10 Valerie Brown
October 11 Frank Longaker
October 12 Sherry Dillon
October 18 Ben Burks
October 19 Lee Osborne
October 21 Don Witt
October 23 Kenny Brooks
October 25 Kevin Reeder
October 28 Rupert Cutler (90!)
October 31 Angela Paplomatas



Officers:

Mike O'Brochta, President

Jeanne Bollendorf, President-Elect

Joyce Montgomery, Vice President

John Montgomery, Secretary-
Treasurer

Ben Spiker, Past President

Directors:

Don Wilson, President, Kiwanis
Foundation of Roanoke -Term Ends

2023

Kevin Reeder, 2024

Stephanie Moon Reynolds, 2024

David Hartman, 2024

Bob Habermann, 2025

Sheila Umberger, 2025

Harry Zulauf, 2025

Bill Bestpitch, 2026

Greg Lionberger, 2026

Alex Barge, 2026



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