

The Bulletin

The Kiwanis Club of Columbus



"Kiwanis is a global organization of volunteers dedicated to changing the world - one child and one community at a time."

“Building for our future.”

Noon to 1 p.m. luncheon meeting at The Athletic Club of Columbus, 136 East Broad Street, Columbus, OH 43215



July 13, 2015

KELLY MOONEY

Chief Executive Officer
Resource/Ammirati



Kelly Mooney has helped grow Resource/Ammirati into the country's largest independent digital marketing agency by challenging the conventions of how consumers connect with brands.

Recognizing early on that the web-empowered world had forever flipped the marketing equation from top/down to bottom/up, she literally wrote the book on today's OPEN Brand Era (*The Open Brand*), providing a much-needed new playbook for brands.

The roots of Kelly's consumer-centric point of view come from her education in industrial design at The Ohio State University. She joined Resource/Ammirati in 1995 and quickly became its first chief experience officer, then president for a decade before being named CEO in 2011. Under her direction, the firm expanded its client base into retail and consumer packaged goods, attracting clients that include CVS, Procter & Gamble, Kohl's, Nestle/Purina and Victoria's Secret. She has been a primary driver of the firm's legacy of innovation, spearheading projects such as the first Google Glass app for a major retailer (Sherwin-Williams' ColorSnap Glass) and launching the firm's Innovation Lab, one of the first, as well as industry-leading practices in social, mobile and e-commerce.

In addition to *The Open Brand*, Kelly Mooney is the author of *The Ten Demandments* and has been featured in other notable marketing books, including *Gen Buy*, *Loyalty Marketing* and *Customers Rule*. She's an innovation advisor at The Ohio State University Fisher College of Business and a member of its Economic Development Advisory Board. She also serves on the P&G Digital Advisory Board and is a member of YPO and shop.org, where she held board positions for many years. A devoted early-morning workout warrior, Kelly's preferred destination to "unplug" is a remote beach with her husband, Scott, and children, Luke and Riley.

Today's Meeting

Greeters: **Alan Weiler** – Huntington Insurance
Tom Christman – The Ohio Exterminating Company

Invocation: **Scott Lindsey** – Lindsey Law Office, LLC.

Committee meetings: International Relations, Homeless

Menu Options:

Hot: House salad, garlic- and herb-marinated chicken with char tomato jam.

Cold: Ham and Swiss Sandwich on wheat, with lettuce and tomato.

A Glance at this week

Birthdays:

07/14 – **Chuck Frobose**

07/19 – **Mike Griffith**



Tuesday – 07/14

Noon - Program Committee meeting at OSU Golf Course Clubhouse.

5:30 p.m. – Trustee and Committee Chair meeting at The Athletic Club of Columbus

Thursday – 07/16 – 11:30 a.m - Interclub with Kiwanis Club of Hilltop.

Help needed for Fennessy Back-to-School project ...

Members of Kiwanis Club of Columbus will once again have the opportunity to help stuff back-packs with supplies as part of the Tom Fennessy/Mike Harden Back-to-School Project.

The mission of the Tom Fennessy/
Mike Harden Back-to-School Project

is to provide backpacks and needed school supplies to disadvantaged children, ages kindergarten through high school, without regard to race or religion. The ultimate goal of this project is to allow these children the opportunity to enter school on an equal basis with their peers and help increase their self-esteem.



We will be filling the backpacks on Saturday, August 1, from 9 a.m. to - 2 p.m. at Pilkington North America Inc., located at 3440 Centerpoint Drive, in Urbancrest (the Grove City exit off of I-270 at Route 62).

Snacks and water will be provided but there will not be a meal served. All volunteers must be 16 years of age and older, and must wear closed-toe shoes as it is a warehouse facility.

If you would like to help out, please contact Past President Lisa Jolley at LJolley@columbusfoundation.org.

*When I was young, I was afraid of the dark.
Now, when I see my electricity bill,
I am afraid of the light.*

Trustees & Chairs to meet ...

The meeting of the Kiwanis Trustees and Committee Chairs will be held on Tuesday, July 14, at The Athletic Club of Columbus. The meeting will begin at 5:30 p.m. Those wishing to stay afterwards for fellowship and dinner are invited to do so. We will be ordering from a limited menu.

This month's meeting will include a review of by-law changes, discussion on a proposed fund-raising initiative, progress reports from committee chairs and other Club business.

Trustee meetings are open to all members, and you are encouraged to attend. All members have a voice in the discussions and your input, ideas and thought are welcome.

Please let Club Secretary **Paul Bohlman** know by Friday, July 10, if you plan to attend and/or stay for dinner.

Foundation Trustees to meet ...

Trustees of Columbus Kiwanis Foundation will meet on Monday, July 13, at 1:05 p.m. at the Athletic Club of Columbus, immediately following our regularly scheduled Club meeting. Foundation Trustee meetings are open to all members of the Club, as we are all members of the Foundation, as well.

Agenda items will include a discussion of our current financial status, where we stand relative to our centennial goal, appointment of a Trustee to fill a vacancy, recognition pieces for 1916 Society giving levels and our year-end solicitation.

The Columbus Kiwanis Foundation is the 501(c) 3 tax-deductible foundation through which Kiwanis Club of Columbus funds its extensive scholarship and grant-awarding programs.

Six trustees of the Foundation are elected from among Kiwanis Club members and serve three-year terms. Four additional individuals serve as trustees by virtue of their elected Club positions. These include the current Club President, President-elect, vice president and Secretary.

For a current listing of both Club and Foundation Trustees and Officers, be sure to check the last page of each week's newsletter.

Interclubs scheduled ...

Have you ever heard the saying, "There's more than one way to skin a cat?" Well, it's true. Every problem has multiple solutions and while it may not seem obvious that there is a different or unique way of doing something, if people stay open minded and look for new approaches, many obstacles can be overcome and problems solved.

Interclubbing provides Kiwanis members with an opportunity to learn how other Kiwanis clubs approach the same issues we tackle on a regular basis – membership, fundraising, attendance, community service, programming, etc. There are not necessarily right or wrong ways, just different ways, some of which will work better than others.

The following interclubs are scheduled, and are open to all interested members to attend. To sign up for one or more, contact **Scott Lindsey** at slindsey@lindseylaw.com.

- 1- Hilltop Kiwanis – Thursday, July 16 – lunch at 11:30 a.m., followed by their meeting at noon.
- 2- I-NExT – Sunday, July 19 – This is an on-line meeting beginning at 8 p.m.
- 3- Hilliard Kiwanis – Thursday, July 23 – 6:30 p.m., at Heritage Golf Club.

2015 Regatta spreads its sails ...

This year's Kiwanis Corporate Regatta will be reaching out to family and friends throughout the country in a new and dynamic way. Through the power of the Internet, each of us has the opportunity to invite those we know to help support our cause.

Taking the lead will be members of the Past President's Fraternity, who have agreed to serve as a "host committee" and to contact many of their friends, relatives and business associates. Their efforts will launch with a personalized letter asking for support and providing an option to send in a check or go on line to make a donation.



Thanks goes to **Alice Foeller** for setting up the online donation form on our dedicated Corporate Regatta website. The site provides basic information about our event and allows the person to choose their level of support.

You can reach out to your friends and family members by simply ending them a link to the website at www.ColumbusCorporateRegatta.org and directing them to the "Become a Sponsor" tab.

To make things interesting, Regatta Committee Chair **Troy Terakedis** has established two incentives:

- 1- For each \$50 increment raised on line from family and friends, you will receive one entry into a drawing for 2 club tickets to the **Ohio State vs. Western Michigan** football game on Saturday, September 26. For example, a \$100 donation will earn two entries, while two \$25 donations added together will earn one entry.
- 2- The individual who secures the most money through on line donations from family and friends will receive **free** Monday Kiwanis meals through the end of 2015.

So, take a look at the people in your address book, send each an e-mail including the link to our Regatta website and ask for their support. They don't need to give much, as the small contributions do add up, but they won't give anything unless you reach out and ask.

Wedding plans ...



Two very active seniors (Jacob, age 92, and Mary, age 89), living in 'The Villages,' are all excited about their decision to get married. They go for a stroll to discuss the wedding, and on the way they pass a drugstore. Jacob suggests they go in.

Jacob addresses the man behind the counter: "Are you the owner?" The pharmacist answers, "Yes."

Jacob: "We're about to get married. Do you sell heart medication?" Pharmacist: "Of course we do."

Jacob: "How about medicine for circulation?" Pharmacist: "All kinds."

Jacob: "Medicine for rheumatism?" Pharmacist: "Definitely."

Jacob: "How about suppositories and medicine for impotence?" Pharmacist: "You bet!"

Jacob: "Medicine for memory problems, arthritis and Alzheimer's?" Pharmacist: "Yes, a large variety. The works."

Jacob: "What about vitamins, sleeping pills, Geritol, antidotes for Parkinson's disease?" Pharmacist: "Absolutely."

Jacob: "Everything for heartburn and indigestion?" Pharmacist: "We sure do."

Jacob: "You sell wheelchairs and walkers and canes?" Pharmacist: "All speeds and sizes."

Jacob: "Adult diapers?" Pharmacist: "Sure, how can I help you?"

Jacob: "We'd like to use this store as our Bridal Registry!"

*They say you learn from your mistakes.
That's why I am making so many.
I'll be a genius soon.*

Shoes, shoes, shoes ...

In the U.S. alone, approximately 630 million pairs of shoes are thrown away each year. The materials used to manufacture a pair of shoes are created from chemical compounds, the kind that create health hazards if left to disintegrate openly or in landfills. By donating your shoes through Kiwanis to the Shoes for H.O.P.E. program, what would have gone to landfills will be given a second chance to make a difference. Your generous donation of new and used shoes (any size, any shape, any condition) can make a difference in the lives of people everywhere, and can possibly save a life.

Approximately two billion people worldwide suffer from parasitic diseases that could be prevented by wearing shoes. All donated shoes will be redistributed through microenterprise partners and used in developing nations for impoverished people to start, maintain and grow an enterprise to feed, clothe and house their families.



Save the date ...

Division 10-W will be hosting a 'Kiwani Night at the Clippers' on Monday, July 27.

The game will be against Indianapolis, and will begin at 7:05 p.m. It will also be a "Dime-A-Dog" night at Huntington Park.

Ohio District Kiwanis Governor Diana Keplinger will be throwing out the first pitch, and it would be great for Kiwanis Club of Columbus to be well represented to cheer her on. Ticket information will be available soon. For now, mark your calendar and plan to enjoy a relaxing summer evening at the "ol' ball game."

Reserved adult seats are \$10 each and family admission tickets (good for two adults and up to four children under age 12) are \$15 each. Tickets can be ordered using the attached order form, or printing the form from our website (see July 27 on the Activity Calendar).

Today I am doing nothing, because I started doing nothing yesterday and I wasn't finished. I'm no quitter.

Ohio District Convention ...

The Ohio District Kiwanis Convention is scheduled for August 14-16, at the Beachwood Double Tree Hotel. The District Convention brings together leaders of Clubs from throughout Ohio and is open to all Kiwanis members.



In addition to conducting the official business of the District (elections, by-laws, etc.) there will be numerous break-out sessions on a variety of topics designed to share ideas that are working at individual Clubs within the District. By participating, you get to expand your knowledge of Kiwanis, while networking and expanding your contacts.

You can register on line at www.ohiokiwani.org.

Don't forget Giant Eagle ...

A simple, passive but effective way to support Kiwanis is to utilize Giant Eagle gift cards to do your grocery shopping. Obviously, not all of our members shop at Giant Eagle. But those who do can generate a 5 percent bonus for Kiwanis when they pre-purchase a Giant Eagle gift card. You get 100 percent of the purchasing power of the face value of the gift card, you earn your normal gasoline perks and Kiwanis gets 5 percent! It is a win-win situation. See Club Secretary **Paul Bohlman** to pre-purchase your gift cards.

It might take a year, it might take a day, but what's meant to be will always find its way.

Next week's meeting

(July 20, 2015)

Program: Steve Schoeny –

Columbus Development Director

Greeters:

Bob Wiseman – Burkholder Flint Associates

Scott Lindsey - Lindsey Law Office, LLC

Invocation:

Kathleen Roberts – Sweetbriar Group LLC

Committee Meetings: Membership, Music & Arts

Menu:

Hot: House salad, pan-seared salmon with citrus gastrique

Cold: BLT on sourdough bread with basil aioli

Kiwanis Club of Columbus

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e-mail: office@columbuskiwanis.org

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CLUB OFFICERS

Jim Skidmore	President
Kathleen Roberts	Past President
Jeff Rayis	President-Elect
Jack D'Aurora	Vice President
Pranab Bhattacharya	Treasurer
Paul Bohlman	Secretary/Editor

CLUB TRUSTEES

2015	2016
Alice Foeller	Linda Kay
Charlotte Collister	Jack D'Aurora
Jeff Rayis	Pranab Bhattacharya
Alison Friend	David Kandel
Sam Vogel	J.P. LaFramboise

Columbus Kiwanis Foundation

P.O. Box 20334, Columbus, OH 43220-0334

FOUNDATION OFFICERS

Alan Weiler	President
Mark Swepston	Vice President
Jim Bechtel	Treasurer
Paul Bohlman	Secretary

FOUNDATION TRUSTEES

Jeff Rayis	Jim Skidmore
Jack D'Aurora	Scott Lindsey
George Ruff	Sam Vogel