



Kansas Sertoma District

Governor's Newsletter

August, 2005

www.sertomakansas.org



Message from the Governor

One word to describe most people these days, BUSY! But it is a good type of busy though. Conventions, club visits and club activities fill my Sertoma Calendar – and that is a very good thing!

International Convention: The convention far exceeded my expectations this year. I learned so much from the training sessions! Conventions can be fun, but the best part is spending time with other Sertomans who have the same goal of providing Service to Mankind in the best organization ever (I my humble opinion). Conventions are great, whether it is the Fall Leadership Conference at the Lake of the Ozarks October, the Regional Convention next spring in Lafayette, LA or the International Convention next year in Omaha, NE, please consider going. If you've never been, you don't know what you are missing!

Club Visits: The beginning of August also marks the start of my club visits (see the district calendar for a complete list of dates). I am really looking forward to visiting all the clubs and meeting the members of our district.

Club Activities: Our district certainly is busy with activity! July 16 was a particularly busy day with two major events in our district. The Emporia club held another successful Ag Appreciation dinner raising over \$9000! In Kansas City, the Johnson County Club partnered with the Mother Club to host an evening at a T-Bones baseball game. Looking forward, there is so much going on in our district! Several clubs are planning large fundraisers this fall. For complete details see the district calendar.

As busy as I am, I want to encourage you to please contact me if there is anything I can do to help you and your club!

John Cassida

Kansas District Governor

Reminder – Please Submit Reports

Several clubs have submitted all the required reports. For those that haven't (and you know who you are!). Please take the time to complete and send me a copy of the **Club Financial Audit and Quarterly Activity Report**. Thanks!

Fall Leadership Conference/PAC

Don't forget the Fall Leadership and President's Advisory Council meeting at the Lake of the Ozarks, October 28-29. This will be a short but informative and fun filled conference.

New Members – Guaranteed!

Ok, now that I have your attention – I attended a training session at the International Conference that provided proven, almost scientific, step-by-step instructions for recruiting new members. We've heard it all before when it comes to recruiting new members, right? What makes this approach special is a proven track record. This approach has been tested by over 40 clubs with an **average recruitment rate of 55% - over half of the potential new members recruited JOINED! One club signed 27 new members ... IN ONE NIGHT!** Can you imagine? I sure can! Do I still have your attention? – I sure hope so. Not to sound like an infomercial, but your club is 10 simple steps away from new members. The formula is centered on a recruitment dinner. For complete instructions, see the last page of this newsletter.

Introducing Shelia Reding

Shelia Reding is our new Sertoma International President. Calling Sioux Falls, SD home, Shelia is great example of Sertoma dedication and spirit. Her theme for the upcoming year, **United to Serve** should give you a little insight into Shelia's approach to Sertoma, *"TO SERVE* in our communities is the common bond that makes all Sertomans *UNITED*"



Shelia Reding
Sertoma
International
President

District Calendar

July 1	District Dues: - Has your club sent your dues? Make the check (\$2.50/mbr/quarter) payable to Kansas Sertoma District and send it to the Kansas District Treasurer, Bob Kemper. <u>Quarterly Activities Report</u> – Some clubs still need to submit this report. Send a copy of this report to Julie Hejtmanek, John Cassida, Dennis Lawler and to Sertoma International.
July 31	<u>Club Financial Audit Form Due</u> to John Cassida (most clubs still need to submit this audit form)
Aug 3	Governor's Visit to the Miami County Club
Aug 4	Governor's Visit to the Junction City, Emporia and Atchison Clubs
Aug 9	Governor's Visit to the Topeka Heartland Club
Aug 10	Governor's Visit to the Overland Park Club
Aug 17	Governor's Visit to the Johnson County Club
Aug 18	Governor's Visit to the Lenexa Club
Aug 23	Governor's Visit to the Manhattan Luncheon Club
Aug 24	Governor's Visit to the Golden City Club
Sept. 10	<u>10th Annual Topeka Sertoma Duck Race</u>
Sept 12	Governor's Visit to the Manhattan Evening Club
Sept. 24	<u>Miami County Sertoma Club's "Connecting Communities Walk-About 2005"</u> at <u>Hillsdale Lake, Lenexa Sertoma Club's</u> fundraiser at the Overland Park Arts and Crafts Festival
Oct. 14	The Johnson County Club Celebrates their 70 th Anniversary!
Oct. 26	The Topeka Evening Club Celebrates their 90 th years Anniversary!
Oct. 28-29	Fall District Conference (Lake of the Ozarks). See the attached registration form for complete details. Kansas District President's Advisory Council (PAC) meeting. All club presidents are highly encouraged to attend

District Leadership

Kansas District Governor

John Cassida
32427 Keystone, Dr
Louisburg, KS 66053
Work Phone: 913.762.9158
Mobile: 913.526.8469
Home: 913.837.2445
E-mail: Sertoma@cassida.com

District Treasurer

Bob Kemper
3304 NE Shady Lane Dr.
Gladstone Mo. 64119
Work Phone: (913) 928-1716
E-mail: spaceball@kc.rr.com

District Secretary

Rita Cassida
32427 Keystone, Dr
Louisburg, KS 66053
Home: 913.837.2445
E-mail: Sertoma_Sec@cassida.com

Foundation District Representative

Frank Fuller
1326 Meadow Lane
Olathe, KS 66062
Phone: 913.829.4764
E-mail: fcfuller@sbsglobal.net

International Leadership

2005/06 International Director

Julie Hejtmanek
PO Box 797
Topeka, KS 66601-0797

2004/05 International Director

Dennis Lawler
PO Box 573
Liberty, MO 64069 0573

Sertoma International

1912 East Meyer Blvd
KC, MO 64132
www.sertoma.org

* Please feel free to submit calendar items for your club events.

Guaranteed New Members

Instructions – Please follow carefully

- 1) **Create Committee** - Form a recruitment committee of at least 2 people.
- 2) **Obtain Candidate List** - Have each member of your club provide the name, address and phone number of at least 2 people they would like to see join your club.
- 3) **Determine Time & Place** - Choose a date a location for the dinner. Make sure the location has a private room. In smaller towns, a community center or church would work well with light finger foods. Arranging the room with round tables works best. You don't need your entire club at the dinner. An experienced Sertoman at each table of potential member works well.
- 4) **Invitations** - Three weeks prior to your dinner, send invitations via mail (not email). These should be nicer invitations but not necessarily as fancy as a wedding invitation.
- 5) **Prepare** – Set the agenda for the evening and script exactly who does what. Make sure recruitment flyer's/applications are on each table. Prominently display club banners and your club display or scrap book.
- 6) **Contact** - Have the committee call each prospect (do not put this responsibility on the member who recommended the potential member). Each potential member should be called twice by two different members from the recruitment committee.
- 7) **The Dinner** – Sample agenda
 - a. Start on time
 - b. Announce the purpose
 - c. Allow social time
 - d. Serve the meal or light finger food
 - e. Introduce speakers – This should include the club president and someone representing one of your primary sponsorships. Let you prospects know how your club helps the community.
 - f. Ask to Join
 - g. Thank attendees
 - h. Announce next meeting.
- 8) **Ask** - During the evening, someone should officially ask each guest to join.
- 9) **Thank Everyone** – thank everyone for coming at the end of the evening.
- 10) **Follow-up** – Call everyone within the next two days, regardless if they joined or not, to thank them once again.

DISCLAIMER-

- Please follow the directions carefully. Experience from other clubs indicates that skipping any step or not following the instructions completely will have a direct impact on the number of prospects that join.
 - Individual results may vary.
 - Side effects may include increased membership
 - Valid in all fifty states
 - Please consult your physician before conducting strenuous recruiting
 - Now what are you waiting for? Start planning your recruitment dinner today!
-



(Insert club name and address here)

August 3, 2005

Pat Smith
Street Address
City, State, ZIP

Dear Pat,

The (insert club name here) takes pride in its contributions to the community and to the number of people we help. An individual can become a member only by invitation. (Insert club member who made recommendation) is a member of our club and nominated you for membership.

We would like to extend an invitation to you to find out what we can do, and why it is so rewarding.

You are invited to be our guest for dinner on August 29, 2005. We will share with you our fellowship and information about our club, beginning at 6:30 p.m. at Kathy's Steak House, 1201 Main Street. The meeting and the dinner will last 90 minutes.

(Insert club name here) was established in (date club chartered) and has been of service to the community, especially to the (insert sponsorship recipients), ever since.

One of our members, Jim Taylor, will be in touch with you to confirm all of the details. If you have any questions and wish to talk to Jim in the meantime, he may be reaching at (913) 555-1212.

We look forward to meeting you and sharing with you all the benefits of membership in (insert club name here).

Yours in Service,

Tom Jones
Membership Committee.

FLC REGISTRATION FORM

KANSAS, NORTH and SOUTH MISSOURI DISTRICTS
FALL LEADERSHIP CONFERENCE

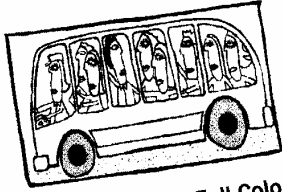
October 28 and 29, 2005

HOLIDAY INN Resort on the Lake of the Ozarks
LAKE OZARK, MISSOURI

Hotel Reservations can be made by calling the Holiday Inn
At 1-800-532-3575 (toll free) or 1-573-365-2334 (direct)
Sertoma room rate is \$77.00, plus room taxes & \$3.00 Resort Fee a night.

(Reservations should be made no later than September 27th,
as the Hotel will release rooms after that date).

Bring a car load

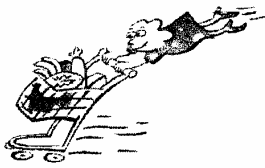


See the Ozarks Fall Color

CONFERENCE REGISTRATION IS \$55.00 A PERSON

Your Registration includes: Friday Evening Hospitality Party,
BREAKFAST and LUNCHEON BANQUET on SATURDAY

The Friday night Party is from 8 to 11 P.M. Theme will be announced.
Breakfast Saturday is at 7:30 A.M. - The Business Session starts at
8:30 A.M. - The Awards Luncheon is at 12:15 P.M.
District meetings are at 2:00 P.M.



Shop at the Osage
Beach Outlet Mall
Over 100 Stores

PLEASE USE A SEPARATE FORM FOR EACH MEMBER

_____	_____
First Name Preferred on Badge	Club Office for Badge
_____	_____
Name (First and Last)	Guest Name
_____	_____
Street Address	City/State/Zip
_____	_____
Telephone Number	Club Name

Special Needs	



MAKE CHECKS PAYABLE TO:
NORTH MISSOURI DISTRICT
MAIL TO:
Gerald R. Stonger, Treasurer
North Missouri District
1041 West White Oak
Independence, Missouri
64050-2518 816-254-8596
e-mail "g8x2unkl@earthlink.net"

REGISTRATION: **Due by Sept. 27th**
Sertoman Registration 1 at \$55.00
Guest Tickets:
Breakfast at \$12.00 _____
Luncheon at \$18.00 _____
TOTAL ENCLOSED \$ _____
(One form per member please)

REGISTRATIONS DUE NO LATER THAN September 27, 2005. NO REFUNDS AFTER OCT.
10TH. LATE REGISTRATIONS (AFTER Sept. 27th) WILL BE \$70.00 PER PER-