



Kansas Sertoma District

Governor's Newsletter

November, 2005

www.sertomakansas.org



Message from the Governor

Can you mix fun and education? If you attended the Fall District Conference (FDC), you know the answer is YES! The conference lasted less than a day, packed with fun including the golf tournament, hospitality room, and numerous informative presentations. Presentations covered leadership, membership, recruitment, publicity and much more. Like most conferences, I took few great ideas home with me. Over the next three newsletters, I will focus on just three of the many great ideas presented at the conference.

Part I - Vision-Mission-Values – A Matter of Focus

When someone asks you, what is Sertoma or tell me about your club? What do say? Do you talk about fundraisers, sponsorships or a history lesson of Sertoma? Now consider your response through the eyes of the person asking the question, does your response clearly speak to the core of what drives your club? Does it speak to why you joined Sertoma - and even more importantly, why you are still a member? By bringing clarity – or focus to these questions, you get closer to understanding the Vision, Mission and Values of what it means to be a Sertoman. Part of the Bob Hill's presentation on energizing your club from the FDC covered this topic. After a little research, I found the following explanation of these concepts:

Most businesses establish a Vision, Mission and Values statement. A Vision, a purpose or mission, and core values are the governing ideas behind any enterprise - individual or organizational. These ideas answer three critical questions: "What?" "Why?" and "How?"

Vision is the "WHAT?" The picture of the future we seek to create. A personal vision is the goal pulling you forward that makes all the work worthwhile. Vision is a specific destination, a picture of a desired future. Vision is concrete

Mission is the "WHY?" the organization's answer to the question, "Why do we exist?" For an individual it is a sense of why she is alive. Purpose is similar to a direction, a general heading. Purpose is abstract.

Purpose is "advancing man's capability to explore the heavens." Vision is "a man on the moon by the end of the 1960's." Purpose is "being the best I can be," "excellence." Vision is breaking four minutes in the mile.

Values answer the question "How do we want to act, consistent with our mission, along the path toward achieving our vision?" An organization's values might include integrity, openness, honesty, freedom, etc. They describe how an organization wants life to be on a day-to-day basis, while pursuing the vision.

All three governing ideas together answer the question: "What do we believe in?"

Source: <http://www.mindfulness.com/mbl1.asp>

Here's a suggestion; at one of your upcoming club meetings ask your club to answer four questions and take very good notes on your club's responses:

- 1) What do we as a Sertoma club want to accomplish?
- 2) Why do we want to accomplish these things?
- 3) How do we want to go about accomplishing these things?
- 4) As Sertomans, what do we believe in?

Organizations create a clear vision, a well defined mission and established values to help guide them and bring the focus necessary to succeed. Now is the perfect time for your club gain this focus by looking at itself and creating a Vision, Mission and Values statement.

Although this isn't mandatory, I would love to hear your club's Vision, Mission and Values!

John Cassida

Kansas District Governor

New District Treasurer

Bob Kemper has done a fine job as District Treasurer but due to scheduling and distance, Bob and I have had a difficult time conducting the business of the District. As a result we thought it would be best to transition the role of Treasurer to the current Secretary, Rita Cassida - someone who has had a great deal of experience helping me with money. Please make sure all future District dues are mailed to Rita.

District Calendar

Nov. 20	Golden City (Topeka) Simon Evening of Giving Fundraiser; A pre-holiday discounted shopping spree at the Westridge Mall. Purchase tickets from any Golden City Sertoma member.
Dec. 1	<p>ACTION REQUIRED</p> <p>Club entries to the District Governor for:</p> <ul style="list-style-type: none"> • Service To Mankind • Sertoman Of the Year <p>Foundation Early Bird Membership deadline</p>
April 20-22	<p>Heart of America Regional Convention</p> <p>Lafayette Hilton Inn Towers - Lafayette, Louisiana</p> <p>I'm still working on transportation options for our district, look for more information in the next newsletter.</p>
Jan. 31	<p>Community Service Matching Grant Forms Due</p> <p>For great information see the Manuals/Training section of the Sertoma International website: http://www.sertoma.org/%5EMemberServices/Manuals-Training.htm</p>
July 13-15	<p>International & Foundation Convention</p> <p>Omaha, NE (It's never to early to start planning!)</p>

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

Club	7//05	11//05	+/-
Atchison Sertoma Club	13	10	-3
Emporia Sertoma Club	48	48	0
Golden City Sertoma Club	17	17	0
Johnson County Sertoma Club	39	35	-4
Junction City Sertoma Club	23	20	-3
Lawrence Sertoma Club	40	40	0
Lenexa Sertoma Club	19	21	+2
Manhattan Evening Sertoma Club	42	42	0
Miami County Sertoma Club	26	21	-5
Overland Park Sertoma Club	15	12	-3
Sertoma Luncheon Club	28	27	-1
Topeka Evening Sertoma Club	39	40	+1
Topeka Heartland Sertoma Club	26	27	+1

District Leadership

Kansas District Governor

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Aim at the sun and you may not reach it; but your arrow will fly far higher than if you had aimed at an object on a level with yourself.

F. Hawes