

SPRING 2009

THE HEARTLAND EXPRESS

Quarterly Newsletter

Joseph Lolli, Editor j17707@sbcglobal.net



WHAT'S INSIDE

Governor's New Plan

Page 2

Membership Recruitment

Page 3

President Council and Civitans at the Helm

Page 4

Heartland District Rewards
Program

Page 5 - 6

Heartland District Convention
Pages 7 - 8

Heartland Civitan Rocked!

Page 9

More District New & Planning Ahead

Page 10

Jr. Civitan

Page 11

Club News

Pages 12 - 15

GOVERNOR'S MESSAGE: The Future Depends on You.

Hello Civitan's!

We are past the mid-point of the administrative year and close to the end of this decade. The decisions that we make today will affect our course for tomorrow.

The "Heartland Civitan Rocks!" Area meetings helped focus our energy toward recruiting tomorrows Civitan leaders. All clubs are called to action to begin their own membership campaigns to identify the next wave of "Builders of Good Citizenship"

"Nothing of great value in this life comes easily:" Dr. Norman Vincent Peale

We need to ask good people to join and we need to sell them on why Civitan should be part of their lives. This will increase our membership value. We "Meet the Challenge" when we have a good team in place to implement our meaningful service projects. In these hectic, busy times, we can gain an advantage if everyone puts in just a little extra effort on finding new members. There are no shortcuts to success, but with short steps we will make progress.

We have many exciting events to look forward to as we shape the future. Area III Civitans (north central & northeast Arkansas) are planning an additional meeting on June 13th at Josie's steakhouse in Batesville, AR. The Paragould club has set their sights on spreading Civitan to Batesville, the second oldest city in Arkansas.

It is not too late to register for the Civitan International Convention in Las Vegas, Nevada on July 6-8th. This is the perfect year to attend the convention as it is the most economical gathering in recent memory. Take advantage of an opportunity to make memories and gain a new perspective on future involvement.

We will be "Having A Ball in Hot Springs" this August with an action packed and fun filled District Convention. The Hot Springs Civitan Club is putting in overtime to ensure a Convention to remember. We'll start the ball rolling on Thursday evening with a welcome to the out of town guests, then kick into gear on Friday and Saturday. Highlights include the Citizen Leadership luncheon on Friday, all the festivities on Saturday with plenty of time to enjoy your trip and make it a mini-vacation. Look for the article in this edition for more details. You're gonna "Have A Ball in Hot Springs!"

As involved Civitan, you know that this has been a most challenging year, However we will shape the future and "Meet the Challenge" working together. You are the Heartland District and your elected District leadership is here to assist you in making the most of your Civitan club and membership. Please contact your Area Director, Governor-Elect and Governor if you have questions to ask, hurdles to jump or good news to share. Remember at the Heartland District, we're in this together, we're in this to make a difference and we're going to shape the future.

Jack Fournier

District Governor 2008-2009

Heartland District Governor announces exciting new plan to support Civitan.

The Heartland District "20/10" Challenge!

Our membership goal is "2010 by 2010" or 2,010 members in the Heartland District by the end of the year 2010.

Every club is challenged to add new members to their club. The District Governor is asking that every club recruit new members in order to add **20 percent** in **10 weeks** beginning May 31st. (Clubs currently with a net gain only have to add 20% from the 10/1/08 roster). In other words, a club with 30 members on record with Civitan International will need to send in 6 new member additions by August 8th in order to "Meet the Challenge!"

Every club that meets the "20/10" challenge will receive a special "20/10" banner patch, and their sponsoring members will earn a special "20/10" pin to wear. The presentations will be made at the District Convention in Hot Springs that concludes the ten weeks.

Clubs can support the Civitan International Research Center by gaining members!

Small clubs have a more immediate need to grow, so every club that had less than 30 members as of October 1, 2008 that increases their membership by six new members will receive a contribution equal to the "Helmsman" level toward the Civitan at the Helm donation.

In addition, the first twenty (20) members that recruit four new members to Civitan since October 1st 2008, and thus become part of the Member Sponsorship Team (MST), will earn \$300 toward their club's Civitan at the Helm contribution.

Within the Heartland District, the top five recruiters will be recognized as a "Builder of Good Citizenship" by receiving a Civitan Research or Civitan Foundation Fellowship given the following criteria:

- 1. They are an MST member;
- 2. Their club has sent in new member additions equal to 20% of their club May 31st 2009 membership total or October 1, 2008 membership if the club already has a net gain in membership;
- 3. Members can be sponsored to any existing, rebuilding or new club in the Heartland District.

This recognition will be presented to the members who have recruited the most members this year to existing as well as new clubs by September 30, 2009. The "20/10" challenge is in addition to International and District incentives programs in place.

The District Governor is pleased to announce that all of these incentives and contributions to the clubs toward "Civitan at the Helm" have been paid for by a donation solicited by the Governor and presented to Civitan International on behalf of the Fournier Family for the benefit of the Heartland District.

Heartland Civitans will be "Meeting the Challenge" by recruiting 20 percent in 10 weeks!

NEW MEMBER RECRUITMENT:

As of March 31, 2009, we were half through the 2008-09 Civitan year. During the first six months of our current Civitan year the clubs in the Heartland District have recruited 67 new members to Civitan. That is about 1.4 members per club. Are we doing enough? Are we doing what we need to do to share Civitan with others?

Has your club had any membership meetings this year? Clubs should strive to have a membership or seek meeting each calendar quarter. Has your club had a membership drive or a special membership recruitment contest?

Clubs should utilize the multiple resources available for new member recruitment. Resources are available from Civitan International, from the Heartland District, and within your own club.

Order the "Membership Recruitment Meeting Manual" (CL115) from Civitan International. This valuable tool gives you step by step instructions on how to conduct a successful membership recruitment meeting. It gives you sample

CHALLENGE North American Civitans 2008-09 Membership **Growth Campaign** Net Gain in Membership Achieve a Net Gain in Membership, and have your club's name placed in a drawing for one paid registration to the 2010 Civitan International Convention. (10 Clubs will be 1-5 Member Net Gain Receive one chance in the drawing 6-14 Member Net Gain Receive two chances in the drawing and one coupon for $\frac{1}{2}$ off convention registration. 15-plus Member Net Gain ive two FREE convention registration coupons. Top 5 Clubs Grand Top 5 Clubs in Best Percentage and/or Highest Numerical Net Gains Ultimate Challenge \$750 15 Member Net Gain and Sponsor a Senior Civitan Club

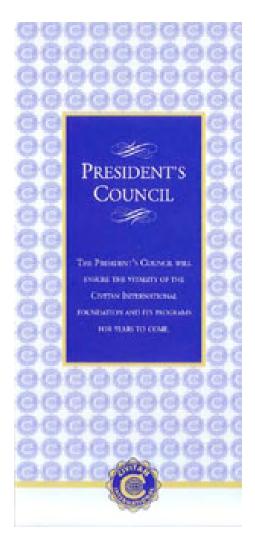
letters, prospect classification list, a speech that can be used at a membership meeting, and additional membership tools that can be ordered from Civitan International.

The Heartland District has a wealth of resources. Utilize your Heartland District officers at your membership meeting. Your Governor, Governor-elect, area directors and other officers are available to assist you in membership recruitment. One of our most valuable resources is our Past District Governors. Use them; all you have to do is ask.

Your club itself is a resource. Sometimes all you need to do is get a guest to a meeting, and your club sells Civitan.

Remember how you became a Civitan, someone asked you. You cannot add new members to your club if you don't ask.

Bill Buscher Heartland District Recruitment Manager



Presidents Council:

This annual giving program, created to secure Civitan's longevity through the support of planned giving efforts, recognizes each contributing member for their important investment in Civitan's future. President's Council contributions are controlled by Civitan International Board Policy and are first used to underwrite the planned giving initiative with excess being used to support the President's council endowment, the Civitan International Research Center, as well as other charitable program needs. The taxdeductible membership categories begin with the Council level at \$10 per month. Higher levels are available, and lower fees are offered to additional family members.

All members receive special recognition and an invitation to the President's Council reception at the Annual International Convention. This event will take place Tuesday evening July 7th in Las Vegas.

LIUD	District				
Name					
Occupation					
Spouse's Name					
Daytime Telephone Number ()					
Address					
City					
State/Province	Postal Code				
Birthdate (month/day/year)					
Email					
Membership Level: First Household Member Council - \$120 a year Senior Council - \$240 a year Advisor - \$420 a year Cabinet - \$900 a year	Each Additional Member \$90 a year \$180 a year \$300 a year \$780 a year				
Payment Method (che A Monthly Electronic Transfe					
Council Senio	r Advisor Cabinet				
Attach a voided check (not deposit sl	ip) for electronic funds transfer.				
B Credit Card (billed annually	y)				
Card No.					
Exp. Date:	Discover MasterCard Visa				
Signature					

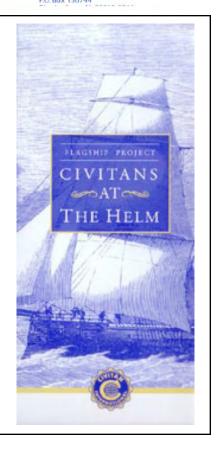
Double Your Donations:

Members of the Chesapeake District's Foundation recently approved a special program which will allow Civitans to increase the impact of their individual and club giving.

Any club that contributes a least \$10 per member to the Civitans at the Helm program will have its contribution matched dollar-for-dollar by the Chesapeake District's Foundation. Clubs will receive Civitans at the Helm credit for both their contribution and the Chesapeake District Foundation's match.

The Chesapeake District's Foundation will also match individual donations of any amount, so members can easily double their personal contributions to the Civitans at the Helm program. Donations to the Civitan International Golf Benefit are also available for matching.

Contributions must be received by September 30 to be eligible. The first \$100,000 of club donations and the first \$100,000 of personal donations will be matched, so clubs and individuals should make their contributions soon to take advantage for these matching funds.



Heartland District Awards Program:

1. <u>Purpose:</u> This program is much more than the name suggests, easy and simple as it may be. While the names "Heartland District Awards Program", "Awards Committee" and "Awards Chair" are employed, the overall purpose of the program is described further.

We define the purpose of the Heartland District Awards with an acronym HARP that stand for

H - HonorA - AwardsWe want to honor individuals for meritorious service,Outstanding club effort and projects should be rewarded,

R - Recognition Allows members to recognize and identify outstanding projects in order to spark

ideas of what their own club can do,

P = Promotion Promote to the community what Civitan has accomplished in order to attract more

members and resources.

2. Process: The awards period will run from July 1st through June 30th. Clubs write about their projects in their club newsletter and distribute to the Governor, Governor-Elect and Awards Chair. The article should be in sufficient detail so that any reader can see the impact the project had on the community in terms of Service, Knowledge and Fellowship, the amount of club participation and key leaders. The club also has the option of writing up the project on the generic Awards nomination form and sending it to the Awards Chairman. Nominations for persons to receive individual awards can be handled with the same form. All nomination forms must be received by the Award Chairman by the deadline of July 1st.

3. Award Categories: The following awards may be presented to one individual

District Honor Key

Honor Key to Governor

District "Civitan of the Year"

Jim Berryman "Civitan of the Decade"

District "Rookie" of the Year

Most Outstanding Club President

Citizen of the Year

The following awards may be presented to all that qualify

Leadership Award

Distinguished Area Director

The following are awards to clubs: (One award with an honorable mention(s) at the Committee's discretion.)

Project of the Year

Service to the Mentally and Physically Handicapped

Service to Youth

Service to the Community

Service to the Elderly

Service to Veterans

Service to Homeless

Outstanding Club Speakers and Programs

Outstanding Club Bulletin

Outstanding Club Scrapbook

Outstanding Club Web Site

International Awards for Foundation and Research Center, Int'l Fundraising and Honor Club may be presented at District Convention or Meeting.

4. <u>General:</u> The Committee and District Board have discretion and may elect to not present an award for a particular category if minimum requirements or criteria are not met.



Heartland District Awards Application

Complete this application and forward it to the District Governor or the District Awards Committee Chairperson before July 1, 2009. The Awards period will cover July 1, 2008 through June 30, 2009. Please list the name of the award desired, however the Awards Committee reserves the right to consider this application for other awards categories.

	Please type or print
AWARD:	
CLUB or INDIVIDUAL:	
NAME OF PROJECT:	
DATE(S) OF PROJECT:	
PROJECT MANAGER:	
center on the impact to the He information as the benefits to Civi the Service Knowledge, and Fellow	and be as specific as possible. Individual awards should artland District while club awards should include such tan, how the mission and objectives of Civitan was fulfilled ship gained by project, final results, and the percentage owant to include photos or newspaper clippings. Do no
Please list club or individual nam	e on each page attached.
	cation:

Applications must be received by July 1, 2009.

For more information or submissions khomer1218@sbcglobal.net or fourmierhome@sbcglobal.net

2009 Heartland District Convention Clarion Resort on the Lake -- Hot Springs, Arkansas

August 6-8

Get your calendar's marked and your reservations made for this years Heartland District Meeting. There is something for everyone awaiting.



Hot Springs is traditionally best known for the natural spring water that gives it it's name, flowing out of the ground at a temperature of 147 degrees. Hot Springs National Park is the oldest federal reserve in the USA, and the tourist trade brought by the famous springs make it a very successful spa town.





HAVING A BALL IN HOT SPRINGS



Heartland District Civitans are invited to Hot Springs, Arkansas Thursday evening, August 6 thru Saturday evening August 8, 2009, for a spectacular convention which will showcase the outstanding achievements of individuals and clubs, provide a varied array of workshops, offer a short review of the business of the district, create an opportunity to visit with old friends and meet new ones, and enjoy the amenities that Hot Springs has to offer vacationers!

Our convention hotel is the newly updated Clarion Resort on the Lake, which sits right on beautiful Lake Hamilton. Make your hotel reservations by July 7 in order to take advantage of the reduced rate for Civitans, \$119.00 per night, by calling 1.800.432.5145. You can arrange to rent watercraft that can be used right from the hotel's boat dock. For more information on the Clarion Resort on the Lake, go to www.hotspringsclarion.com.

We are very fortunate that Keith Jackson is able to be at the Friday Citizen Leadership Luncheon. Sooner State Civitans might remember Jackson from his football days at the University of Oklahoma. He went on to play pro ball for several teams before coming back to his home in Arkansas. Keith started a summer and after-school program in Little Rock for economically disadvantaged youth, one that focuses on education. For more information on Keith Jackson, and his organization P.A.R.K., check out www.keithjacksonss.com.

Golfers will have a ball at the course at the Hot Springs Country Club. Civitans and other guests can walk downstairs from the Leadership Luncheon to the Pro Shop and the golf course. Check out the Hot Springs Country Club at www.hotspringscc.com.

If you can, plan on making this convention a vacation. There will be plenty of free time so that that visiting Civitans can check out some of the attractions in Hot Springs. We're suggesting Gallery Walk on Friday evening, when approximately 20 art galleries hold open house to show both local and international talent. Also a favorite, Garvin Woodland Gardens, is high on our list of things to see, either Friday evening or Saturday afternoon. By convention, attendees will have received more information from host Hot Springs Civitan Club on the many attractions in the area.

Your registration form is in this newsletter. \$80.00 covers 4 meals and a packed convention agenda. We're looking forward to seeing ya'll for a "Ball of a Good Time!"



HEARTLAND DISTRICT CIVITAN CONVENTION AUGUST 6-8 2009 CLARION RESORT ON THE LAKE 4813 CENTRAL AVENUE HOT SPRINGS, ARKANSAS

REGISTRATION FORM

Civitan	Nickname		Club		
Address					
Telephone (h)	(w) _	(c) E	E-Mail		
Check all that apply:		Civitan Member Guest Past International Officer Past Governor Club Builder			
				COST	# Reserved
Friday Citizen Leadership Luncheon (not included in registration) Friday Citizen Leadership Luncheon and Golf (not included in registration) Registration (includes convention materials and all other meal functions) Late Registration Fee (after July 7)		\$20.00 \$75.00 \$80.00 \$10.00			
		To	tal check	enclosed	

Mail registration to: Rita Blackwood, Convention Chair

191 Couchwood Road

Hot Springs, Arkansas 71901

Hotel reservations can be made with the Clarion Resort on the Lake in Hot Springs by calling the toll free number, 1.800.432.5145. Ask for the Civitan convention rate of \$119.00.

Convention registration and hotel reservations should be made prior to July 7, 2009.



ATTENTION: AREA 3 MEMBERS

(Cabot, Conway, Greenbrier, Jonesboro, Paragould, Searcy & Turtle Creek)

Our annual Spring meeting will be held at JOSIE'S STEAKHOUSE at the Lockhouse, in Batesville on the beautiful White River.

MEETING will be from 10:00 A.M. - 2:00 P.M.

DATE: JUNE 13, 2009 **REGISTRATION:** 9:30-10:00 A.M.

LUNCH will be served at noon COST: \$15.00 per person

Norma Pew Area 3 Director 870-933-8467 or 870-897-2666



Planning Ahead

June 13

Area 3 Meeting Batesville, Arkansas

July 1

Deadline to Report Officers for 2009 -10 Deadline to submit Award Nomination Forms to Award Chair

7

Early Registration Deadline for District Convention.

6-9

 $\bf 89 th$ Annual Civitan International Convention - Las Vegas, NV

August 6-8

 $\label{thm:convention} Heartland\ District\ Convention,\ Clarion\ Hotel,\ Hot\quad Governor\ for\ final\ quarter\ Springs,\ Arkansas$

14

District Newsletter Publication Deadline

15

Area Director Int'l report form due to District Governor for final quarter

7

District Board Meeting

Junior Civitan News:

Jessieville High School Junior Civitan Club Charter Number 2557

> Charter Date: April 10, 2009

Congratulation to the Heartland Districts newest Junior Civitan Club. Our best wishes go out to Cayla Gaines, First President of Jessieville High School Junior Civitan Club and all their charter members. Also congratulations to the Hot Springs Village Civitan Club for sponsoring and club builder C.W. Miller! This is the 20th new Junior Civitan club for the Junior Civitan International 2008-09 fiscal year.





Jessieville High School Junior Civitan Club already making a difference:

On Friday, May 15, the Jessieville High School Junior Civitan Club participated in a Fun Day for the Life Skills Class. There were games, such as Four Square and Action Movement ball, and the students also participated in relay races.

The Civitan members awarded prizes to the Life Skills students. After the games, the students ate together at a local restaurant. The club members, along with the Life Skills Class, participated in a joint project to make get-well cards for patients at St. Joseph's Hospital.

After finishing their projects, everyone enjoyed a movie in the Life Skills class room.

This project was a great success!



Club News:

Sand Springs Civitan Club got a jump on the action during Civitan Awareness Month in April. In March, they were chosen as Business of the Month by IBC Bank. Not only did they get their name in lights but were able to decorate a table in the banks lobby. They sponsored a drawing for two free lunches - to be used at one of their regular Civitan meetings. A great promotion by their club making all parties winners out of this idea!







They also used Civitan Awareness Month to advertise their upcoming fund raising event - the 2nd Annual Great Down Hill Soap Box Derby. It will be held October 10, 2009 in downtown Sand Springs. They are on their last leg of their 3 year project to raise \$10,000 to provide handicap accessible playground equipment for their Civitan Park in Sand Springs.

Yes We Can Civitan Club hosted the Civitan Chiller Challenge on Feb. 7th, 2009. It began at 10:00 a.m. sharp with the judging of costumes followed by the plunge into Crosslin Lake at 10:15. All participants needed to take this plunge was a donation from sponsors of at least \$50.00. All donations collected benefit the Cherokee Strip Special Olympics Track and Field Event. 100% of the profits raised stay in the local community allowing the Special Olympics organization the opportunity to purchase much needed equipment for athletic competitions, defray the costs of the events, and assist athletes with sponsorship to national and international events. This years event raised over 42K. Yes We Can with some last minutes pledges collected over 5K for the local Track and Field competition at Vance AFB allowing them to fund this entire event.



Pictured above are some of the participates in the Chiller Challenge. Pictured with the check are Col Chris Nowland, Commander of Vance AFB with YWC President Dan Moore and Susan Glagow. Throwing the Javelin at the Vance AFB Special Olympics is YWC President-elect Angela Stafford.

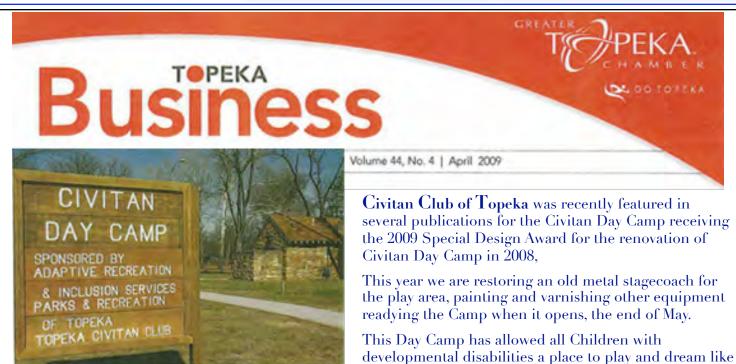
Wichita Civitan Club had a Chile Feed in February to raise money to be given to Special Olympics. They also visited Rainbows United and toured their new facility and had lunch. It was a rewarding experience seeing the growth of a project the Wichita Club gave the start up seed money too several years ago. Wichita also hosted a Pancake Feed fundraiser April 25th, had two Fruit Sales since December. If this is not enough, monthly they help deliver commodities to the Salvation Army and 2 times a week they staff the Tourism Booth.

El Dorado Civitan Club Ramp Builders removed a set of steps and then began the project of building a 4 x 8 foot porch as an entrance to the back door of resident Ella Williams. After the porch was finished they began the construction of a forty foot long ramp - one foot in length for each inch of height. (1st photo)

Mrs. Ella Williams enjoys her first trip on the ramp and gets a chance to thank the builders. (2nd photo)

In the last photograph the four Civitan, left to right, Jime Miears, Jim Warnock, Winston Lovett and Bill Case stand beside the Club's building trailer. The late Jay Fly conceived the idea, designed the trailer and constructed it. The trailer is equipped with an electric generator, air compressor, nail guns and the other equipment necessary for ramp building and other projects. Kay Fly made the trailer available for the Club to purchase. Each side displays the Civitan Logo. Lettering will be added later to designate that it in in honor of Jay Fly.





The Civitan Day Camp in Gage Park received the 2009 Special Design Award from the Kansas Recreation and Parks Association. The project involved numerous renovations to the park and playground area that allows children with a wide range of disabilities to be able to play. all kids for over 40 years!

West Little Rock Civitan Club Easter Basket Project:

The West Little Rock Civitans sprung into action with a new project. We put together two dozen special Easter baskets on Saturday afternoon. Members brought special holiday items throughout the month for the baskets. Everyone had fun as the baskets were assembled and wrapped in assembly line fashion. It was a success, and we plan to do it next year.

We gave part of the baskets to the Dorcas House in Little Rock, a shelter for battered women, and the remaining baskets went to the Inter-faith network (an Agency run by a local Church) for the homeless. The recipients were very grateful! It felt good to all of us to help these people make Easter special for their children. Another example of how Civitan makes a meaningful difference!

By Karla Fournier

Hot Springs Civitan Club member places 20th candy/coin box

Pat Long joined the Hot Springs Civitan Club in April of last year and celebrated this anniversary by placing his 20th candy/coin box.

Pat has developmental disabilities, and credits the First Step organization with helping him gain his independence. When he was in his early twenties, he joined the First Step "On Our Own" program that teaches people with disabilities to live on their own. He spent one year in the men's group home, one year in supervised apartment living, and nine years in their unsupervised apartments. About the time he moved into the unsupervised apartments, he began working at Kroger Stores, and has been there almost 20 years. In 1998, Pat bought his own condo.



When asked why he joined Civitan, Pat responded that he loved that Civitan helped people with disabilities, and that he thought that was a good thing. He's recommended Civitan to others because of their work in the community and their commitment to the developmentally disabled.

Pat placed his first Coin Box at Service Liquor in October, 2008, and his first Candy Box at Hidgon Square Cafe in November, 2008. In April, his one-year anniversary with Civitan, he placed (in one day) Coin Boxes at Savoir, Shell Station, Auto Zone and All About Floors.

His particularly proud that one-half of the income from the Coin Boxes goes t0 the Civitan International Research Center, where scientists are looking for causes, preventatives, treatments, and maybe one day a cure, for developmental disabilities.

Cabot Civitan Club of Arkansas receives Development Funds after one year in good standings with the Heartland District and Civitan International, plus have added two additional members since they were chartered March 31st, 2008.

President George Brown received a check from Civitan International for \$300.00 in recognition of the club's achievement.

Development Team members also received \$300.00 for their efforts in helping this new club become strong and viable. Team members attended at least one club meeting per month, assisting and guiding them in all major areas of its development.

Cabot Civitan Club has been active in their community by participating in Special Olympics Area Games, in clean-up of the Confederate Cemetery Easter Egg Hunt for the Lonoke Exceptional



School youth, Garden Park clean-up, work on the new BMX track, Clergy Appreciation, Santa Shop at Ward Central, and many others. Their major fundraiser was a golf tournament to benefit Lonoke Exceptional School.

Civi-Bear Finds New Home

Bill Stone, President of the Bartlesville Civitan Club glares towards Bill Buscher as the Civitan Club of Topeka, President Joe Lolli announces it is time to give Civi a new home.

A fitting moment as the Area Meeting for District I was coming to an end!

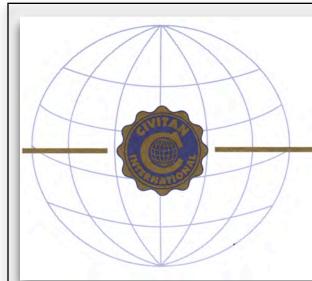
Joe noted that while in the care of the Civitan Club of Topeka, Kansas University won the National Championship in Basketball, thus passing to the Bartlesville Club maybe this will bring the Sooner's one as well!

Would like to pass along the many nice words spoken by Bill as Civi was presented, however felt best to leave it to all those who know Bill to decide what he might have said.









Announcing our newest club

Owasso Civitan Club Charter Number 3896

Congratulations and Welcome Owasso Civitan Club of Owasso, Oklahoma.

Chartered May 19th, 2009

11th New Club to Civitan International 2008-2009

Miles McDannald, Presidnet

Sponsoring Club was Bartlesville Uptown Civitan Club

Certified Club Builders: Shirley Stone, MST, Bill Stone, Roger Alexander, MST& Dale DeReign