



THE NEWSLETTER OF
THE HEARTLAND DISTRICT
**OUR NEW
LEADERSHIP
TEAM**

FOURTH QUARTER 2014

DISTRICT GOVERNOR
Governor Steve Jackson, Cabot Civitan Club



I have been asked to summarize what I hope to accomplish during my term as governor. My goals can be narrowed down to the following: Streamline the district hierarchy, leadership training, promote a culture of

family in our district, and finally, establish a six point DNA strand. Let's take them one by one.

Streamline the district hierarchy – Where possible, I have assigned more than one duty to each district chair. This reduces the number of individuals that have to be reimbursed for travel & convention expenses. I have also strengthened the position of Area Director. Each Area Director will visit with the leadership of every club in that area & outline that club's goals for major areas such as Growth, Civitans At the Helm, Jr. Civitan, New Club Building, Honor Club, Fruitcake, Candy/Coin Box, etc. The Area Directors will do follow up no less than quarterly to check on the progress of each club.

Leadership Training – If we are going to move forward & thrive, we must provide leadership training to as many of our members as possible. How much better would any organization be if the rank & file exhibited leadership characteristics?

Culture of family – Our district must come together as a family. We have too many clubs who are isolated on the vine or who just refuse to be part of the family. This cannot continue because it is stunting our growth & effectiveness. There is NO business model where a local franchise can do what it wants & disregard the wishes of the parent company. We are a family! Families stick together & help each other. Family members must put the needs of the family first instead of focusing on their individual needs/wants.

Establish a six point DNA strand of Pray, Give, Grow, Mature, and Practice Excellence & Civitans At the Helm. I wish I had time to talk about the sequence of the DNA strand. The DNA

strand will give us continuity through leadership changes. One reason we have had the same number of members for 20 years is lack of continuity from one governor to the next & one club president to the next. Does that mean we can't try new ideas? No! What it means is that the DNA must be kept pure with each new idea. If a new idea ignores Civitans At The Helm, that violates the DNA strand & corrupts the DNA. Every issue or challenge we face has an answer in the DNA strand.

We desperately need a culture shift in the areas I have discussed. The problem is that I have two

years to change the culture. One of those years is history. That leaves me one more year. The rest will be up to each member & every governor who follows me. At the GE Academy, we were asked what we want our members to say about us at the end of our term as Governor. Here was my response, "I want my members to say that Steve wanted to be our mentor more than our friend. You

see, your friend loves you the way you are, but your mentor loves you too much to leave you that way." I love our District too much to let our members remain comfortable with where we are. I ask for your help in changing our culture.

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RESPONSIBILITIES: *The governor shall be the chief executive officer of the district. He or she shall exercise general supervision over the affairs of the district subject only to the district board, the delegates to the annual district convention, and the international board of Civitan International. He or she shall further the purposes of Civitan International and the district. He or she shall promote the interests and coordinate the work of district officers and of member clubs within the district. He or she shall at all time act as a representative of Civitan International in all relations with member clubs in the district.*

*Steve Jackson, Branch Manager
112 Lariat Drive, Austin, AR 72007, 501-442-1776,
sjackson@blrmortgage.com*

IMMEDIATE PAST GOVERNOR**Joyce Sullivan, Paragould Civitan Club**

P.O. Box 398, 1051 Greene 716 Rd., Paragould, AR 72450, 870-335-6067, jwalton@focusbank.com.

RESPONSIBILITIES: The immediate past governor shall be a voting member of the district board of directors and shall use his or her experience to assist the governor as requested and assigned.

It shall be the duty of the immediate past governor to serve as International Foundation Liaison by furthering the awareness and involvement of Foundation programs. Coordinate and manage the international awards program within the district. He or she shall promote participation by individuals, clubs, and the district in the international awards program by soliciting entries and assisting with the application process.

A FEW PARTING WORDS

What a "SUPER" year it has been! It seems as though it has flown by even though at times I may have thought it would never end.....lol

It has been an honor to serve as your Heartland Civitan Hometown Hero Governor. I appreciate each and everyone of you for your Civitan passion and the work you have put in to serving your community, your club and your district. You are the ones that give life to Civitan! You kept the Heartland District at the top of the leader board all year and for this you have proven yourselves to be Heartland Heroes.

As we begin this new Civitan year, set your mind on a positive attitude. Stay focused on what's important to Civitan by continuing to follow the Golden Rule. We face many challenges as a geographically large district and it takes all of us working together as a family to overcome those challenges.

I congratulate all Civitan Hometown Heroes in the Heartland on all that you have accomplished this past year and look forward to seeing that momentum continue for another successful year.

I've heard "Happiness is the Key to Success". I believe that to be true. Find your Civitan Key of Happiness and you'll unlock a treasure full of success for the coming year. Let's all say "I Am Civitan Happy!"

**DISTRICT GOVERNOR-ELECT/
LEADERSHIP DEVELOPMENT/AWARDS****Marcia E Dechand, Topeka Civitan Club**

Marcia E. Dechand, 4307 S.E. Horseshoe Bend Drive, Topeka, KS. 66609 (785) 845-3537 Email: dechandm@yahoo.com

RESPONSIBILITIES: The governor-elect is responsible for becoming familiar with all district Civitan activities and to prepare for assuming the job of governor. He or she is to assist the current governor in every way possible to ensure the efficient operation of the district and to prepare for the orderly transition from one administration to another.

Specifically, he or she shall assist the governor in the management of the growth and member retention program on the district level and shall operate under the direction of the district board of directors.

My Goals: Throughout the upcoming Civitan year, I would like to work with all Heartland District clubs in order for them to be recognized as an Honor Club. I know we have a number of clubs in the District who achieve this honor regularly and perhaps those club members can share some of their methods for success.

By using the Honor Club application as a guide throughout the Civitan year and working with club members to lay out a plan specific to their club, this will also ensure all clubs meet specific criteria set forth by Civitan International such as officer elections & training, current dues payments, club growth and member retention and provide all Heartland District Civitans the three purposes of Civitan - Fellowship - Knowledge - Service.

DISTRICT SECRETARY**Peggy Doyle, Cabot Civitan Club**

4128 Kerr Station Rd., Cabot, AR 72023, 501-454-8724, pldoyle55@gmail.com.

RESPONSIBILITIES: The secretary maintains the official records of the district and performs such other duties as usually pertain to the functions of a secretary. Duties: It shall be the duty of the secretary to attend all district-wide meetings, conventions, and district board meetings, and act as secretary of said meetings, keep minutes of all district-wide meetings, conventions, and meetings of the district board, mail timely notice of all district-wide meetings and conventions to all district officers and club presidents, mail notice of upcoming vacancies of district officers and requirements for office to all current district officers and club presidents, and meet with the person scheduled to succeed to the office for the next term to provide training, guidance, and an orderly transfer of records.

TREASURER

Dale deReign, Broken Arrow & Starlight Civitan Clubs, OK

6313 S. 5th Ave. Broken Arrow, OK 74011 918-455-7295-home 918-381-4945-cell
dale.dereign@cox.net

RESPONSIBILITIES: *The treasurer maintains the official financial records of the district and performs such other duties as usually pertain to the function of a treasurer. It shall be the duty of the treasurer to keep accurate and complete records, following good accounting principles, of all district financial transactions. Submit financial statements and records as required by the governance documents of Civitan International, the policies of the district, or by the district board. Receive and deposit all monies due the district. Disburse monies within limitations of the district budget or by specific instructions of the district board or the delegates to the district convention. Furnish a written report of district finances to each meeting of the district board and to the annual district convention. Close the books at the end of the fiscal year and submit them for audit as required by the governance documents of Civitan International. Attend all district-wide meetings, conventions, and meetings of the district board. Submit such reports as may be required by the laws of the State, Province, and Nation. Meet with the person scheduled to succeed to the office for the next term to provide training, guidance, and an orderly transfer of books and records.*

My Request: Please, I need for ALL clubs in the Heartland District to pay their district dues within 30 days of receipt. (Most clubs do, but there are always about 5-8 clubs delinquent each quarter.

My Goals: I plan to have a better system of record keeping for district funds. The first year as treasurer is a learning experience. I now know what works and what doesn't work.

What I would like to share: I'm a member of 2 Civitan clubs. Broken Arrow Civitan Club (all male morning clubs) and the Starlight Civitan Club (mixed dinner club). I built the Starlight club when I was governor of the Oklahoma-Kansas district in 2003-2004. I have held all most all positions at the club level, as well as area-director, secretary, treasurer, Gov-elect And Gov at the district level. I have been married to my wife Linda for 36 years, and I employed by Hewlett Packard (HP) in travel and transportation. I'm also active in our church, Knights of Columbus, teach Junior Achievement, on the board for "Keep Broken Arrow Beautiful" (KBAB) and member of Tulsa Vette Set Corvette club.

JUDGE ADVOCATE

Frank Kelley, Ranger Civitan Club, Grand Prairie, TX

8628 Running River Lane,
Fort Worth, Texas 76131, 727 631.9354
awacs85@gmail.com

RESPONSIBILITIES: *The district judge advocate shall be the advisor and counselor to and for a district and its district officers and district board of directors. He or she shall perform those duties specified to be performed by a district judge advocate in the governance documents of Civitan International. He or she shall advise and assist the clubs of his or her district in complying with the terms and provisions district incorporation, if it is not incorporated or in the performance of required corporate duties if it is incorporated.*

The district judge advocate, upon designation by the governor to so act, shall serve as parliamentarian at district meetings and conventions and at meetings of the district board of directors and, to this end, shall acquaint himself or herself with parliamentary procedure as prescribed in Robert's Rules of Order (Revised).

My Goals: To become more familiar with our District Policies and Roberts Rules of Order and to serve the District to the best of my ability.

CERTIFIED CLUB BUILDER DIRECTOR

Fred Norman, Argenta Civitan Club, AR

61 Danube, Maumelle, AR 72113, 501-734-8419(H), 501-256-4747(C), frednorman@sbc-global.net.

My Goals: My goal this year is to be a resource to put existing club builders together with those who would like to be club builders to give them information and assistance at every step of the way. Geographically this district is huge, and it makes sense to have someone to bounce ideas off of when certified club builders cannot be on the front line to give first hand assistance.

DISTRICT BOARD OF DIRECTORS

The composition of the district board of directors shall include:

Governor (to serve as chair)	Governor-Elect
Immediate Past Governor	Past Governor Director
Certified Club Builder Director	Secretary (appointed position)
Treasurer (appointed position)	Area Directors
Judge Advocate (appointed position)	

RESPONSIBILITIES: *The business of the district shall be administered and managed by the district board in accordance with the governance documents of Civitan International. The general duties of the district board shall be to monitor and give general supervision and direction to the administration of the district, function as the principal policy-making group for the district, and to develop plans for the district and its programs.*

AREA DIRECTORS

Area 1 Director(KS) – Patty Bottorff, 2115 SW Prairie Rd., Topeka, KS 66614, 785-272-8066(H), 785-231-0967(C), tknud@sbcglobal.net.

AREA 1: Enid, Heartland Helpers, Hutchinson, Civitan Orchards, SOCHI, Topeka, Wichita, Wyandotte County and Yes We Can.

Area 2 Director (OK) – Ann Livingston, 4305 S. Sweetgum Ave., Broken Arrow, OK 74011, 918-449-0367(H), 918-693-3965(C), alivpif01@aol.com.

AREA 2: Bartlesville, Broken Arrow, Metro Tulsa, Muskogee, Sand Springs, Siloam Springs, and Starlight.



Area 3 Director (MO-AR)– Lowell French, 238 Greene Road 726, Paragould, AR 72450 870-972-8517(H), ld french01@gmail.com.

My Goals: Strengthen existing clubs, help build a new club in the Area, and encourage everyone to sponsor new members.

AREA 3: Bootheel Ladies, Butler County, Jonesboro, Paragould, Searcy, Twin Lakes, West County, and White River Valley.



Area 4 Director (AR)– Karla Fournier, 28 DeSoto Circle, North Little Rock, AR 72116, 501-771-7459(H), 501-772-1291(C), fournier-home@sbcglobal.net.

My Goals: The Area Director's job is make sure all club officers are trained... clubs are participating in all Civitan programs... Have visits to clubs... Attend all district and club functions... and make sure they are the best they can be! They are to have one area meeting per year; ours is November 1st at Whole Hog Café in Little Rock, AR. My goal for my clubs is to help with membership and make them "Civitan Happy"

AREA 4: Argenta, Bryant, Cabot, Chenal, Little Rock, Searcy, Southwest Little Rock, and West Little Rock.



Area 5 Director (TX)– James Fogg, 7300 Western Way, Dallas, TX 75248, 469-767-4006(C), j_fogg@sbcglobal.net.

AREA 5: Dallas Town North, Blue Bonnet, Ranger, Rose City, Wichita Falls,



Area 6 Director (TX)– Albert Cox, 6126 San Ramon Dr., Corpus Christi, TX 78413, 361-877-0780(C), albert.cox@sbcglobal.net.

AREA 6: Austin Action, Coastal Bend, Corpus Christi, Houston Clear Lake, Heart of the Rock.

Area 7 Director – Patti Manus, P.O. Box 205, Hope, AR 71802, 870-777-2122(H), 870-703-4355(C), pattimanus@cablelynx.com or patti.manus@rainbowofchallenges.org.

AREA 7: Benton, Camden, El Dorado, Hot Springs, Hope, Fordyce, and Jefferson County.

RESPONSIBILITIES: *The responsibilities of area director is to directly responsible and accountable to the governor for the proper operation of the clubs in their assigned area. He or she is to provide whatever consultation and assistance needed. Conduct a minimum of two conferences/visitations with his or her assigned clubs. Visit each newly affiliated club in the assigned area within thirty days of chartering and thereafter as often as directed by district board or governor. Report to the governor and Civitan International on the prescribed form for each conference/visitation. Conduct area meetings as may be directed by the district governor. Provide liaison between clubs, club presidents, and the district governor with reference to policies and standards for clubs established by Civitan International and the district. Assist the governor and/or governor-elect to ensure that all club officers are properly trained as required by Civitan International. Encourage inter-club relations. Promote club attendance at all area, district-wide, and international functions. Attend all district-wide meetings, district conventions, and any other meetings called by the governor or the district board which require their attendance.*

TRAINING COORDINATOR (DTC)/ GROWTH/RETENTION/NEW CLUB BUILDING/JR. CIVITAN/CAMPUS CIVITAN



Tom Nolting, Cabot Civitan Club

1080 Honeysuckle Lane, Cabot, AR 72023, 501-606-3731, Email: t7knolting89@gmail.com.

RESPONSIBILITIES : The primary responsibility of the DTC is to assist the governor-elect in the planning, preparation, and implementation of the district officer training program. The DTC shall also assist by ensuring that the club officers receive the necessary training arranged by Civitan International. Therefore, the DTC shall work with the Staff Director of Leadership Training to coordinate club president and president-elect attendance at geographical training sessions. Club secretaries and treasurers are trained exclusively online. Assist the governor-elect in providing resources to all district officers for the next fiscal year. If necessary, training may be provided to the following district officers:

- a. Area Directors
- b. Lieutenant Governors
- c. Secretary
- d. Treasurer
- e. Fundraising Chair for District Projects
- f. Fruit Cake Chair (Individual works with Headquarters Staff)
- g. Candy & Coin Box Chair (Individual works with Headquarters Staff)
- h. District Liaison for Promotion of International Fundraisers (trained by Headquarters Staff at the Civitan International Convention)

Assist throughout the year as a resource person in regard to training and education. The DTC shall be appointed by the GE no later than March 1 of each year and they shall report to and be directly accountable to the governor-elect

JUNIOR CIVITAN CHAIR: Shall work with Area Directors and each Club in the district to increase participation in the Junior program, both in retention of existing clubs and the building of new Junior clubs. The Junior Chair shall be appointed for approval at the spring board meeting. The Junior Chair shall serve from July 1 through June 30 to coincide with the Junior Civitan administrative year. The Junior Chair shall work with the Governor-Elect to put together the portion of the District budget concerning the Junior Civitan program. The Junior Civitan Chair shall work closely with the Junior Civitan Heartland District Governor. The qualifications, duties and responsibilities of this chair shall be as set forth in the International policies and job descriptions.

THE CAMPUS CIVITAN CHAIR: Shall work with Area Directors and each Club in the district to increase participation in the Campus program, both in retention of existing clubs and the building of new Campus clubs.

CHAPLAIN/FRUITCAKE CHAIR

"Father" Miriam Jackson, Cabot Civitan Club, 112 Lariat Dr., Austin, AR 72007, 501-766-0644, miriam.jackson@aeddinc.org

Promotes spirituality and reverence at all District meetings and activities.

PAST-GOVERNOR DIRECTOR /DISTRICT CANDY/COIN BOX CHAIR/AUDIT CHAIR



Harold Connell, Civitan Club of Wichita

6202 E 12th St N, Wichita, KS 67208-2617, 316-204-6202. Email: brookiowa@aol.com

The district candy/coin box chair will be responsible for providing leadership to all clubs within the district relative to achieving the overall goals of the Civitan International candy/coin box project.

My Goals: As Past-Governor Director: "I desire to provide positive guidance to the board using past experience to prevent previous mistakes from happening again."

As Candy/Coin Box Project Chair: "I will continue to encourage all participating clubs to abide by their agreements with Civitan International to submit reports and funds on a regular basis and to work on the placement of boxes in areas with the best return."

As Audit Chair: "I will complete the audit as quickly as possible and report any suggestions, if any, to the board for their action(s)."

DISTRICT AWARDS



Helen Schroeder, Cabot Civitan Club

692 Honeysuckle Lane, Cabot, AR 72023, 501-831-1829, helengrahamschroeder@yahoo.com

RESPONSIBILITIES: The Heartland District shall maintain an Awards program designed to recognize outstanding Civitan achievement by individuals and clubs. The program shall be publicized through the District Newsletter.

The Awards Program shall be administered in the following manner and periodically reviewed by a District Awards Committee to be appointed by the Governor:

Awards Committee shall send awards applications to each club president three months prior to District Convention. No more than one District Civitan of the Year, one Civitan of the Decade, and three District Honor Keys may be awarded during any fiscal year.

All club awards will be decided by the Awards Committee. Governor will be included on selection of Individual awards. A club must be in good standing with the District and Civitan International in order to receive any award. Club newsletter must have been sent to the Governor and the District Newsletter Chair during the year, in order to receive the Best Newsletter Award.

SERGEANT AT ARMS

Don Whiddon, 117 Rodney Guthrie Rd., Cabot, AR 72023, 501-772-8436, don.whiddon@yahoo.com.

RESPONSIBILITIES: Maintains order and decorum at meetings. Promotes fun and fellowship. Assists with proper meeting set-up (podium, gavel, bell, banners, flags, etc.)

DISTRICT PUBLIC RELATIONS COORDINATOR



Keith Dover, Chenal Civitan Club
12425 Timber Bend, Little Rock, AR 72211-3384
(h) 501-217-9865 (c) 501-607-4708

RESPONSIBILITIES: The district public relations coordinator shall be responsible for assisting the Governor and Governor-Elect in district-wide public relations programs, consistent with district and international objectives. To be informed about Civitan — its purposes and programs — to effectively communicate to all of Civitan's publics. Manage the public relations programs of Civitan International on the district level. Develop and implement public relations plans specific to the district. Encourage public relations programs at the club level, serving as a resource person throughout the year. Serve as a district resource for communications throughout the Civitan organization via the Civitan Magazine. Serve as the focal point for communication of public relations activities, problems, and opportunities between the district and international. Working with the appropriate district officers, coordinate needed public relations/communications plans, both internal and external, to assist them with their specific job functions, i.e. growth managers, training coordinators, candy/coin box chairs, etc. Visit clubs and attend district meetings as opportunities arise to fully understand public relations needs and opportunities of the district.

My Goals: Help bring about more Civitan Awareness across the Heartland District through the use of news releases and Proclamations. Also, to assist others as needed with public relations from the local level up to the Civitan International level as I have continued working with Luke Anthony at Civitan International on various public relations-related Civitan Awareness Projects. I still need assistance from each club president in our District to provide me with a name/phone number of their local newspaper so I can continue to build a media contact list for the entire district. This will allow me to send out news releases District-wide once the District Governor has approved them, and will also facilitate dissemination of the Civitan Awareness Proclamations to the membership as they are received for each state in our District. Continue with the same public relations activities I have initiated while serving as Heartland District Public Relations Chairman including Civitan Awareness Month Proclamations from each state Governor, as well as assist the Convention Chairman and other District Chairmen as needed for the upcoming Civitan year.

WEBMASTER



David Overton, Dallas Town North Civitan
3616 Regent Dr., Dallas, TX 75229,
214-357-1272, david@overtontodesign.net.

My goal is to continue to serve the online communication needs of the Heartland District, keeping the website current as information is provided to me and publicizing upcoming events and issues online.

RESPONSIBILITIES: The Heartland District shall maintain a website to enhance the communication of district events and programs. Prior to October of each year the Governor Elect shall appoint the District Webmaster. The Webmaster will maintain the District Website and determine its content. Material that is confidential in nature should be secure.

NEWSLETTER



Frank Kelley, Ranger Civitan Club, Grand Prairie, TX
8628 Running River Lane, Ft Worth, TX 76131
727-631-9354 awacs85@gmail.com

RESPONSIBILITIES: The Heartland District shall publish an official newsletter at least four times a year for distribution to the general membership. The Governor shall appoint an Editor who shall be responsible for the publication and its contents, and such newsletter shall provide official announcements and notices as well as newsworthy items concerning the ideals, purposes and objectives of Civitan, statistical data as may be necessary, citizenship-building projects, fund raising activities, and the dissemination of ideas for greater service and efficiency.

MEETINGS/CONVENTION



Jack Fournier, 28 DeSoto Circle, NLR, AR
72116, 501-771-7459(H), 501-772-5298(C),
fournierhome@sbcglobal.net

RESPONSIBILITIES: The District Convention Chairman shall submit a detailed convention plan for Board review and approval no later than the Winter Board meeting. The plan should include, but not be limited to, the following: the members of the convention committee and their areas of responsibility, materials needed, speakers requested, workshops, seminars, optional tours or events, hotel guest room charges, hotel cut-off date and a tentative agenda.



EDITORS NOTE:

Beginning October 1, our District Newsletter, the *Heartland Express* will be published on the following schedule:

1st Quarter - December 1st 2014,
Deadline for articles/ club news /submissions is **November 20th.**

2nd Quarter - March 1st
Deadline for articles/ club news /submissions is **February 20th.**

3rd Quarter – June 1st
Deadline for articles/ club news /submissions is **May 20th.**

4th Quarter – Sep 1st
Deadline for articles, club news / submissions is **Aug 20th.**

Articles, club news, and other submissions can be submitted by email to Editor Frank Kelley at any time. You do not have to wait for a deadline to occur. In fact, I welcome your submissions at any time as it helps me to plan the items that appear in print. If you submit club news, please give the full story of your event and please submit photos to accompany your article. Please submit the photo in a jpg format and identify all individuals appearing in the photo. Club newsletters may also be submitted to the Editor.

District Officers especially Area Directors, should submit quarterly articles as to the information about the happenings in their areas. Other officers should submit articles regularly for publication. If time of an event is approaching and you wish to publicize it, make sure to submit it ahead of our publication deadlines.

If you have suggestions and ideas that will help us make our newsletter better, please let me know, send me an email at awacs85@gmail.com.

