



NEWSLETTER

North Missouri District
Heart of America Region
SERTOMA = SERVICE



June 12, 2017, Page 1

Greetings North Missouri Sertomans

Getting Younger Sertoma Volunteers by Cynthia D'Amour

The Research Says....

For the last decade, I've been urging volunteer leaders to embrace the concept that younger members will get involved -- their involvement just may look different than what traditional volunteers are used to.

If you are one of those leaders who are still clinging to the concept that Gen Xers aren't joiners and don't get involved, it's time to give it up.

Recently released research by the William E. Smith Institute for Association Research found age does not necessarily indicate willingness to get involved.

In fact, when compared age to age rather than by generations as a whole, Gen Xers were volunteering as much or more than Boomers when they were the same age.

In other words, which generation a person belongs to does not indicate whether or not they will volunteer for you.

However, today's volunteers have higher expectations for some sort of return on their investment on time than traditional volunteers.

What does this mean?

If you've been justifying your aging chapter because younger people aren't getting involved, you need to find a new reason for why your group is not growing.

* Some of you will have a sense of loss and perhaps a little confusion - if it wasn't about age, why don't today's volunteers get involved in your chapter?

* Some of you may be a little frustrated and be tempted to write off the research as missing the mark.

I urge you to rethink succumbing to the temptation of ignoring the research - and all I've been saying for years.

The good news is that age is not a barrier to involvement!

What you offer and how you lead are what is getting in the way - and these are things that you can work on.

*Younger members will get involved -- when it is worthwhile for them to do so.

*Today's volunteers will show up for meetings and do what they promise - when you lead in a way that empowers them to have a meaningful role in the outcome.

*New blood will be attracted to serve as leaders -- when you are willing to do what it takes to create attractive opportunities that include listening to their ideas.

As a leadership team, are you happy with the level of volunteer engagement in your chapter? If not, what is the way - and what do you need to do to move forward in spite of it?

Cynthia D'Amour

Author "How to Turn Generation Me into Active Members of Your Association" and "How to Recruit Generation Me"

2016/2017 Service to Mankind & Sertoman of the Year

The deadline for nominations for the District Service To Mankind, District Sertoman of The Year and District Serteen Awards is **July 1st**. You can find the suggested entry format online at www.sertoma.org. Click on member center, then click on Awards. Scroll down and then click on either the Service To Mankind or Sertoman of the Year. You can also click on the judges sheet for either of the awards to see how the recipient's nomination will be scored for the District Award.

Club nominations for the District awards must be received by July 1st by Governor.

Please, SHARE this newsletter with your club Officers and members!

FOR THOSE WHO CANNOT HEAR, THERE IS SERTOMA!

Sertoma's purpose is to meet the needs of communities through volunteer service.

Annual Fund

"Give so others may hear".

The Annual Fund supports the national Hearing Health Mission of Sertoma. It impacts programs such as our Scholarship program, Community Grant program, SAFEears, A Sound Investment, our Adopt an Agency professional education scholarships, and more.

The National goal for the 2016/2017 Sertoma Year is \$250,000.00. Club donations of \$500.00 or more received by December 1st will qualify for the Early Bird status. Club and fellow donations will be accepted online, via mail and at the Regional Convention.

Please consider making a club donation, as well as encouraging your members to make an individual or fellow contribution. If you have already made your club or individual donation, we THANK YOU!

Consider making a donation to the Annual Fund in Honor of your Club's Sertoman Of The Year.

"It's not about US But.... Them".

UPCOMING EVENTS:

- July 9th to 14th St. Joseph Clubs' Deaf Camp for Hearing Impaired Children ages 7 to 14
- July 30th Kansas City Sertoma "Sound of the City" 5K run/walk, Waterfall Park, near Bass Pro, Independence, Mo.
Go To; <http://www.soundofthecitykc.com/> for more information registration
- Sept. 17th Darrel Bland Sertoma Mini Golf Tournament, 12 pm. to 3 pm. Parkville Miniature Golf, Parkville, MO.
- Sept. 24th Sertoma Club of St. Joseph, Sporting Clays, 11 am. to 4 pm. Rhorer's Sporting Clays in Troy, KS

On-line training

Check out our training library, new topics are being added regularly!

Now available online on the Sertoma web site at <https://members.sertoma.org/sertoma-resources/training-library-landing-page> are 15 different trainings, divided into four categories.

- Club Tax and Legal - 7 trainings
- Annual Fund - 3 trainings
- District Management - 3 trainings
- Sertoma Website - 2 trainings

Thanks for all that you do!

MAKING LIFE WORTHWHILE thru SERVICE TO MANKIND!

Celebrate Sertoma's Second Century of **SERvice **TO** **MA**nkind by growing our Hearing Health Mission and your service to your community!**

Sertoma's mission is to improve the quality of life today, through education and support, for those at risk or impacted by hearing loss.

THEY NEED YOU. WE NEED YOU. *For Those who wish to Serve, There is Sertoma!*

Things to remember this issue!

- ◇ Recruit a new member !
- ◇ ***"Give so others may hear"*** Encourage your members to contribute to the Annual Fund.
- ◇ Plan a SAFEears or Sound Investment program in your community
- ◇ Every Member of Sertoma is a priceless asset !
- ◇ ***"What more can I DO?"***
- ◇ Achievement begins with YOU !
- ◇ Plan to attend the Heart of America Regional Convention, this fall. Date and Location to be announced.
- ◇ What Story will you tell to Make Dreams Come True?

IN THE SPOTLIGHT THIS MONTH

10 Tips for Keeping Members Fired Up and their Focus on Sertoma.

June 2010

We all want enthusiastic, focus-oriented Members who pay attention and get things done. But focused Members don't just happen. It takes time, careful strategies, and motivation to get them there.

Here are 10 tips for creating Members that can deliver.

- 1. Reawaken their passion.**
Members often forget why they care—and even why they are serving. You'll get the most out of a member if you can fan the flames of their passion for the cause. Asking them, "Why do you care?" creates amazingly powerful conversations that can open their hearts and evoke new energy.
- 2. Give them a great experience as a Member.**
Look at it from Member's the perspective. They want something out of their own experience. They don't want a passive role. They want to have meaningful work and to see real results. And they want to have a good time doing it.
- 3. Have interesting, upbeat meetings dealing with big-picture issues.**
If all your members are doing is attending boring meetings, then you are going to have a bored member. And a bored member is not going to be an focus-oriented member. Don't give your high-level people low-level work. Don't waste their time.
- 4. Give them social time to meet other members.**
Members want to meet the other members. You can't create a sense of "team" without giving them time to get to know each other. Social time creates community and collegiality—and trust. Encouraging friendships among members helps mold them into a team.
- 5. Focus your members on the action items to accomplish, not on just attending meetings.**
Do you want your members attending meetings or do you want them making things happen for you and your cause? Don't get me wrong—meetings can be important—but members need to understand that their job includes more. They need to be in focus as well.
- 6. Be clear about what you need them to do and when to do it.**
Members tell me that they want clear direction from the leadership. They want to know what to do and when to do it. If you can give them clear action items, then they will be focused and can make it happen. Don't make them guess—give them a list and follow up cheerfully and often.
- 7. Focus them on making friends for the cause.**
Members may be afraid of fundraising and "asking," but they are not nervous about making friends for the cause. Set them up to host tours, socials, coffees to learn about your cause. Show them how to spread the word about your great work in Sertoma.
- 8. Encourage a positive attitude.**
Negativity will not change the club—it will drive people away. It's through a positive, exciting vision that you can keep the flames of energy burning—and keep your group motivated. Great energy attracts people—and funding—to your cause.
- 9. Help them understand specifically what you are raising money for.**
Show your members that you need \$xx dollars to help xx kids after school (or xx students, or xx ballerinas—whatever your cause). You'll be amazed at their action when they have a clear target that will help a specific number of people.
- 10. Appreciate every effort they make.**
How often do you thank your members? Please don't forget that they are just volunteers, trying to squeeze your cause into their already busy lives. Personal appreciation goes so very far—and helps keep them motivated and happy.

Making Life Worthwhile Through SERVICE TO MANKIND.



**Heart of America
Regional Convention**

**Dates and
Location to be
Announced**



**Membership growth
is about**

- **Serving your community**
- **Serving your Clubs' sponsorships**
- **Increasing your ability to raise funds**

District Membership Report

Club Name	Membership July 1, 2016	Membership Apr 30, 2017	Gain or loss Year to Date	<i>Club Goal June 30, 2017</i>
Cameron Sertoma	7	5	-2	**
Darrel Bland Sertoma	21	18	-3	**
Kansas City Sertoma	41	38	-3	**
Liberty Sertoma	57	56	-1	**
Sertoma of St. Joseph	54	51	-3	**
SS St. Joseph	31	27	-4	**



**WANTED
CANDIDATES FOR
THE OFFICE OF
GOVERNOR
FOR 2017 TO 2019**

**FOR ADDITIONAL
INFORMATION CONTACT**
Gretchen Nielsen at
940-337-4264 OR
Holly Walls at
816-333-8300
Term of Office is:
July 1, 2017 to
June 30, 2019

DISTRICT OFFICERS
<p>GOVERNOR:</p> <p>Home: Bus: Fax: Cell: e-mail:</p> <p>SECRETARY/TREASURER Gerald R. Stonger 1041 West White Oak Independence, Missouri 64050-2518 Home: 816-254-8596 Cell: e-mail: "g8x2unkl@earthlink.net"</p>

DISTRICT OFFICERS
<p>Fund Development Representative</p> <p>Cell: e-mail: ""</p>

District Dues
(Form # 117) is due by:

- July 10th
- October 10th
- January 10th
- April 10th

Annual Report is due Nov. 15, 2017

District Dues: \$2.00 a member per Qtr
Mail to:
Gerald Stonger, Treasurer
1041 West White Oak
Independence, Missouri 64050-2518

Regional Dues: \$.50 a member per Qtr
Mail to:
Ms. Tina Turner, Treasurer
Post Office Box 254
Burkburnett, Texas 76354-0254

International Dues: \$20.00 per member per Qtr (Life Members excepted)
Mail to:
Sertoma International
1912 East Meyer Boulevard
Kansas City, Missouri 64132-1174

EVERY MEMBER OF SERTOMA IS A PRICELESS ASSET!

NORTH MISSOURI DISTRICT LEADERSHIP TEAM

CLUB PRESIDENTS	CLUB PRESIDENTS	CLUB PRESIDENTS
<p>CAMERON Meets at Nelle's Restaurant Wednesday at 12:00 p.m. President: Jim R. McKinley 121 West 3rd Street Cameron, Missouri 64429-1708 Bus: 816-632-3786 Home: 816-632-9768 e-mail: "mctax911@gmail.com"</p> <p>DARREL BLAND Website: www.sertomadb.org Facebook.com/pages/Darrel-Bland-Sertoma-Club Meets at Northcare Hospice 2000 N.E. Vivion Road, # 200 2nd Thursday at 7:00 p.m. President: Denise Hartke 4104 N.E. 71st Court Gladstone, Missouri 64119-1405 Bus: Home: 816-853-6651 e-mail: "dhartke01@gmail.com"</p>	<p>KANSAS CITY "MOTHER CLUB" Website: www.sertomakc.org Facebook.com/pages/Kansas-City-Sertoma-Club Meets at Rockhill Grill, 2000 Grand Boulevard, KCMO 1st & 3rd Tuesday, Noon President: Wesley Carrillo 1100 Main Street, Suite 2121 Kansas City, Missouri 64105-5181 Bus: 816-474-8010 Cell: e-mail: "wcarrillo@enszjester.com"</p> <p>LIBERTY Website: www.libertysertoma.org Meets at Liberty Schools Support Services Center, 801 South Kent Thursday at Noon President: Brad Schmidt 249 W. Mill Street, Suite 103 Liberty, Missouri 64068-2396 Bus: 816-781-1331 Home: 816-407-1013 e-mail: "brad.schmidt@edwardjones.com"</p> <p>Club Liaison: Gerald Wicklund e-mail: "gerald@wicklundscarstar.com"</p>	<p>SERTOMA CLUB of ST. JOSEPH Facebook.com/ TheSertomaClubOfStJosephMo Meets at Big Biscuit, 139 N. Belt Hiway Wednesday at Noon President: Dave Neumann 3924 Sherman Way St. Joseph, Missouri 64506-3648 Home: Bus:: 816-273-0074 e-mail: "dneumann61@gmail.com"</p> <p>Club Liaison : Pat Dillon e-mail: pat.dillon@heartland-health.com</p> <p>SOUTHSIDE ST. JOSEPH Website: www.sertomadeafcamp.org Meets at Spanky & Buckwheats Smoke Pit 306 Illinois Avenue Friday at 6:45 a.m. President: Dan Hausman 5102 Cook Road St. Joseph, Missouri 64505-9342 Bus: Home: 816-244-5678 e-mail: ""</p> <p>Club Liaison: John L. Murawski e-mail: "poleski@stjoelive.com"</p>

	REGIONAL OFFICERS	NATIONAL
<p>SERTEEN CLUBS: LIBERTY SERTEEN CLUB Liberty, Missouri</p> <div style="text-align: center;">  </div> <p>Other Sertoma Web Sites: www.mycelebratesound.org www.hearingaidnations.org</p>	<p>INTERNATIONAL DIRECTOR HEART OF AMERICA REGION Gretchen R. Nielson Post Office Box 254 Burkburnett, Texas 76354-0254 Home: 940-337-4264 Cell: E-mail: "txyellowroses@gmail.com"</p> <p>TREASURER HEART OF AMERICA REGION Tina Turner Post Office Box 254 Burkburnett, Texas 76354-0254 Bus: Cell: e-mail: "tinakae@hotmail.com"</p> <p>Heart of America Region's web site is Website: www.sertomahoa.org Facebook.com/pages/HOA-Sertomans</p>	<p>SERTOMA, Inc. Hearing Charities of America 1912 East Meyer Boulevard Kansas City, Missouri 64132-1174 Bus: 816-333-8300 Fax: 816-333-4320 HELPLINE: 1-800-5WE-JOIN e-mail: "infosertoma@sertoma.org" Web Site: www.sertoma.org Facebook.com/SertomaInc Web Site: www.hearingcharities.org Facebook.com/HearingCharities</p> <p>INTERNATIONAL OFFICER'S President: Don Bartelmay President-Elect: Cheryl Cherny Vice President: Eddie Dlugopolski Vice President: John Kelly Treasurer: Pat McCardle Executive Director: Steven Murphy</p>