

COUNTRYSIDE, CLEARWATER KIWANIS CLUB OFFICERS & DIRECTORS 2007-2008

PRESIDENT

DICK LUCE
2976 Buxton Court
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BOARD OF DIRECTORS

2 - Year STUART HARRIS
JEFF HOY
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IMMEDIATE PAST PRESIDENT

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2481 Coachwhip Terrace
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1 - Year TOM DuLANEY
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SECRETARY

BILL GREER
769 Rustic Oaks
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KIWANIS CLUB OF COUNTRYSIDE, CLEARWATER meets every Tuesday at 7:30 am for Breakfast at EVE'S FAMILY RESTAURANT, 3150 TAMPA RD (WOODLANDS SQUARE) OLDSMAR

Kiwanis Club of Countryside, Clearwater Newsletter
The View from Countryside
Post Office Box 1855
Oldsmar, FL 34677-1855



Iodine Deficiency Disorders. A Worldwide Service Project



THE RACE IS JUST ONE WEEK AWAY!!! WE HAVE BEEN GIVEN OUR MARCHING ORDERS BY MIDNIGHT RUN COCHAIR GEORGE HARDIN. WE STILL HAVE BROCHURES THAT CAN BE PLACED IN HIGH TRAFFIC AREAS SUCH AS FAST FOOD RESTAURANTS, PIZZA PARLORS AND SPORTS HANGOUTS. RACE NIGHT ASSIGNMENTS HAVE BEEN DISTRIBUTED. DO YOU KNOW WHERE YOU ARE TO SERVE? PLASTIC GALLON JUGS STILL IN YOUR POSSESSION ARE TO BE DEPOSITED AT THE RACE SITE BY 5 PM ON THURSDAY, JULY 3RD, OR TURNED IN AT THE NEXT BREAKFAST MEETING. ALL MEMBERS SHOULD PLAN TO BE AT THE RACE SITE BY 9 PM ON THURSDAY, JULY 3RD. LET'S PLAN FOR THE BEST RACE NIGHT EVER !!!

DISTRIBUTE MIDNIGHT RUN BROCHURES TO STORES AND PLACES WHERE PEOPLE GATHER. TALK UP 1-MILE RUN/WALK AT CHURCHES, CIVIC ORGANIZATIONS AND WITH FRIENDS.

**Kiwanis Club of Countryside, Clearwater
The View from Countryside**

The Florida District



Division 12

Issue 35 Volume 13

www.kiwanis.org/club/countryside

June 24, 2008

Calendar

UPCOMING KIWANIS EVENTS
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Board of Directors
Tuesday, June 24, 7pm
DICK LUCE residence
2976 Buxton Ct, Clearwater

Tuesday, June 24



Regular Meeting
GEORGE HARDIN
Midnight Run and 1-Mile Run/Walk

Tuesday, July 1



Regular Meeting
BILL GREER & Tom DuLaney
Kiwanis International Convention

Thursday, July 3



Assemble at Causeway Plaza, Dunedin
for July 4th Midnight Run, 9:00 pm

Tuesday, July 4th



Independence Day

Tuesday, July 10



29th Annual Midnight Run
Wrap-up, **GEORGE HARDIN**



ANTHONY P. HALEY, CWDP
Employer Relationship Coordinator
Project Bridge



ANTHONY HALEY

We are indebted to **ANTHONY HALEY**, our breakfast meeting speaker last week, June 17, for providing the following summary of his comments:

Workforce 2020...What's next?

"There are currently several forces shaping the workforce of tomorrow. The biggest of those changes is rapid technology development. Technology is replacing everyday business processes, eliminating people jobs and causing the need for constant education and re-education of workers. Ther economy has become global. No longer can businesses and corporations think county, state or even nation-wide, in order to compete, businesses must think globally in their development of products and services which ultimately impacts the business bottom line. There is increased competition from China and India not only for labor costs, but the continued outsourcing of jobs and services to those nations. The fastest growing jobs require higher math, science, language and reasoning skills in order to complete globally.

"There are several paradigm shifts in the workplace as opposed to the past. The first is a shift from from job security to employability. The new definition of job security "is your ability to find your next job"! Businesses that have survived this new global economy and workforce posture did so by restructuring, empowering their workforce, invested in training and technology, created a new workplace environment, and even hiring practices which incorporated
(continued on page 2)



DICK LUCE

THE MEETING LAST WEEK: 6/17 - Attendance, members 19, guests 1. President **DICK LUCE** chaired the meeting. Club raffle winner: 6/17 - **ELMER LUOMA**, 6/3 - **STU JOLLY**. Cash collections: 6/17 - Happy Dollar - \$8.00, Raffle - \$9.00.



DAVID A. TRAVLAND

Dr. **TRAVLAND**, a psychologist and president of Travland and Associates was our breakfast meeting speaker on Tuesday, June 10. His topic was "Helping Organizations Succeed in Good Times and Bad."

Dr. **TRAVLAND's** General Rules in a Recession:

DO NOT:

Close, stop advertising or create a massive layoff.

DO:

Stay upbeat, no gloom and doom. Employees pick up on discouragement, hurts morale.

Keep staff informed, especially if they are sacrificing anything, get their commitment to help you weather these temporary hard times.

Everybody is in sales during tough times, give them a little training (e.g., calling customers by name, smiling, being responsive in as many ways as possible, diplomacy, say sir, ma'am, please, thank you, thanks customers for their business).

Intensify customer service in as many ways you can think of, but especially by **OVERCOMMUNICATING**.

Three ways to compete in your industry, 1. cheaper, 2. unique product or service, 3. love them better than the competition loves them. (continued in column on right)

UPCOMING KIWANIS EVENTS

Kiwanis Convention 2008
Orlando, Florida
June 26 to 29, 2008

Florida District Convention
August 21-24, 2008
Jacksonville, Florida

Dr. **TRAVLAND's** General Rules in a Recession, continued:

Create strategic partnerships with related businesses (e.g., suppliers).

Purify the sales approach, stick to **DIAGNOSIS, DIAGNOSIS, DIAGNOSIS**. This means asking open, neutral questions and listen **ACTIVELY**. Reactive listening demonstration.

Offer incentives to loyal customers, reward them for their loyalty with discounts, extra services, gifts, refreshments.

Stay price competitive, settle for lower margins temporarily. The goal here is to stay in business, worry about profits later.

Public Relations Chair **TOM DuLANEY** News Release, June 9, 2008:

The 29th Annual Kiwanis Morton Plant Mease Midnight Run 10K will kick off at 12:15AM, Friday, July 4th, from Causeway Plaza at the corner of Curlew Rd and Bayshore Blvd (ALT 19) in Dunedin.

There are two additional runs. The 5K run starting at 11:25PM, Thursday night, July 3rd and the 1 mile run/walk preceding it at 11:00PM.

All runs start on Causeway Blvd at the Causeway Shopping Center. Each race course is out and back Causeway Blvd. Each race will have its own turn around on Causeway Blvd. The 5K will turn around half way across the causeway and the 10K will turn around in Honeymoon Island State Park. The Course is well-lit, flat and fast. Over 700 luminaries will help light the way.

Proceeds benefit the many charities supported by the Kiwanis Clubs of Countryside and Dunedin Including Head Start, Special Olympics, Toys for Tots, Clearwater Free Clinic, Blooming Place for Kids, Salvation Army and others related to the youth, seniors and the physically challenged. Since 1980, this event has raised over \$476,000.00 for Kiwanis community charities. This Year, funds raised will exceed over half a million dollars.

ANTHONY P. HALEY, continued

not only testing for skill sets, but soft skills, those skills needed for individual success in the workplace.

"The outsourcing of jobs has, and is increasing every ten years. In 2005, a half million jobs were outsourced, 2010 will see that number grow to about one and one half million, and by the year 2015, three million jobs will have been outsourced, ranging from back office, computer, business operations and others.

"The other great workforce issue facing America today and in the future is the retiring of baby-boomers which will create a huge gap in replacing those skills. Although the retirement figure is large, there is a contention that it will not be as significant as predicted because of the current economic situation and the sky rocketing costs for health care coverage.

"Where will new workers come from to replace those that do ultimately retire? Goodwill Industries Suncoast had the hindsight and foresight to target untapped labor pools that will be able to assist businesses to have a workforce to compete in the global economy. Those untapped labor sources include the hiring of individuals with disabilities, former offenders, those being removed from the public assistance doles, and at-risk youth. Training programs are funded annually by various governmental entities and agencies to serve those populations.

"A final thought to meet the challenges of Workforce 2020. The future labor force will need to be technologically educated. Competition will continue to increase from businesses abroad, and by 2015, 20% of the workforce will be aged 55 or older as businesses try to find creative ways to keep their highly skilled and trained workforce that is due to retire intact to train the future workforce in skill sets that are hard to recruit and train for."

FLORIDA DISTRICT OF KIWANIS OFFICERS FOR 2007-2008

GOVERNOR Mark Taylor, Brooksville
GOVERNOR-ELECT David Liddell, North Fort Myers
IMMEDIATE PAST GOV. Phil Yorston, West Palm Beach
TREASURER Donna Parton, Gold Coast Knights, Boca Raton
DISTRICT SECRETARY George F. Langguth, Sanford
SECRETARY'S OFFICE 5545 Benchmark Lane, Sanford, 32773-8116
407-324-9800 FAX 407-324-9900
LT. GOVERNOR, DIVISION 12 Lou Remz, 413 S Bayshore Blvd, #5, Safety Harbor, FL 34695
727-723-0158 hallour@msn.com
TRUSTEE, FLORIDA KIWANIS FOUNDATION, 12th DIV. Bill Barnett, 1618 Kilwinning Court, Palm Harbor 34684
727-781-1553 gulfman@verizon.net

DIVISION 12 KIWANIS CLUBS

GREATER CLEARWATER COUNTRYSIDE CLEARWATER DUNEDIN St Matthias, 2751 Sunset Point Road, Clearwater TH 7:30 A
Eve's Family Rest, 3150 Tampa Rd (Woodlands Sq) Oldsmar TU 7:30 A
Mease Dunedin Hospital, 601 Main Street, Dunedin TH 7:30 A
GREATER WEST PASCO LARGO/MID PINELLAS PALM HARBOR Beef O'Brady's Restaurant, Route 19 and Floramar Ave TH 6:00 P
Largo Community Center, 54 - 4th Street, Largo FR 7:30 A
Tiffany's Restaurant, 35000 US 19 No., Palm Harbor TU 7:30 A
SAFETY HARBOR SPRINGTIME CITY TARPON SPRINGS Paradise Restaurant, 443 Main Street, Safety Harbor WE 7:30A
Clearwater Country Club, 525 Betty Lane, Clearwater TH 6:00F
Clubhouse at Cypress Run Golf Club, 2669 St. Andrews Blvd WE 6:30 P,1st&3rd

COUNTRYSIDE, CLEARWATER KIWANIS CLUB COMMITTEE CHAIRPERSONS 2007-2008

CLUB ADMINISTRATION BILL GREER, ELMER LUOMA, DAN PALMISANO
COMMUNITY SERVICE ELMER LUOMA, Chairperson, DICK LUCE, ED BUNCH
CLEARWATER FREE CLINIC STEVE BOUTON, ELMER LUOMA, DICK LUCE, JOHN NELSON
STREET CLEANUP ELMER LUOMA and Others
PAUL B. STEPHENS KID'S DAY GLENN RUEDIGER
SENIOR OLYMPICS ELMER LUOMA
OTHER SERVICE STU JOLLY, TOM GABLE, JOE UHRENEK
FUNDRAISING
MIDNIGHT RUN GEORGE HARDIN, Chairperson, ED BUNCH, SHIRLEY SUMNER, BILL GREER, DORIS BREINER
PEANUT DAY BILL GREER, Chairperson, FRANK WARD, DICK LUCE, SHIRLEY SUMNER
HUMAN & SPIRITUAL VALUES FRANK WARD, Chairperson
BEREAVEMENT, BUDDY SYSTEM EVERYBODY
CLUB PROGRAMS TOM DULANEY, Coordinator, FRANK WARD, WENDY HOY
INTERCLUB BILL GREER, Chairperson, SHIRLEY SUMNER
PUBLIC RELATIONS TOM DULANEY, Chairperson, DAN PALMISANO
MEMBERSHIP, EDUCATION & RETENTION SARAH BYARS, Chairperson, BILL GREER, GEORGE HARDIN, WENDY HOY, TOM DULANEY, MIKE VANHORENBECK
SPONSORED YOUTH
TARPON SPGS HS KEY CLUB STUART HARRIS, Chairperson
COUNTRYSIDE HS KEY CLUB SHIRLEY SUMNER, BILL GREER
EAST LAKE HS KEY CLUB GLENN RUEDIGER
SCHOLARSHIPS FRANK WARD
YOUNG CHILDREN- DIXIE HARDIN, MARION SPENGLER, DICK LUCE
PRIORITY ONE GEORGE HARDIN, JAN HORN, DICK LUCE, ELMER LUOMA