



Heart of America Regional Newsletter



April 1, 2010

A service for the members of the Sertoma Heart of America Region
Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas

Trains, Planes and Automobiles . . .

Trains...

My Dad was an engineer on the railroad and he told me stories of how trains are slow to start, but once they were rolling, they are very hard to stop . . .

It has taken me a while to put together a newsletter, longer than I anticipated. Now that I have the 'train' rolling, you can count on a newsletter from me each quarter, usually after the Sertoma Board meeting. Between newsletters, if you have questions or concerns, please do not hesitate to drop me an email at John@Sertomahoa.org. You can also check the Regional web site: www.Sertomahoa.org for regular updates.

Planes and Automobiles. . .

As the Heart of America Director, I have had the honor of attending many events in our Region:

- The Great Duck Race in Topeka, Kansas
- Fall District Conferences in Kansas, Missouri, Oklahoma and the Heart of Texas (Austin)
- Hosted the Mid-Year Governor Conference in Kansas City
- Attended the 90th Anniversary of the Manhattan, Kansas Evening Club and the Charter Banquet of one of Sertoma's newest clubs, the P.L.A.Y (People Leading Active Youth) Sertoma Club in Joplin, MO.
- The Chili Cook-off in Springfield, Missouri.

At each event, I was greeted with a warm Sertoma welcome, and for that, I am truly grateful. As I continue my tenure, I look forward to making new Sertoma friends, honored to be able to share in your successes and always willing to listen to concerns. - John

Regional Convention – April 22-24

Where does the time fly? In a few short weeks, our Region will come together as one in Kansas City for the 5th Annual Heart of America Regional Convention – *Beach Party on the Prairie!*

For those that seem to always attend, I can't wait to see you again! For those that have never attended a convention or it has been a while since your last convention, I encourage you to take advantage of this truly unique event designed to enlighten and energize all Sertomans!

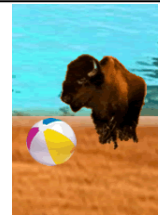
Convention Development Seminars Titles include:

1. A Different Way to Hear
2. Training Camp for New Officers
3. Hearing Charities of America
4. Recruitment Meeting Demonstration
5. Social Marketing and Web Development
6. The Sertoma Annual Fund
7. Norming, Storming and Performing
8. Duck with Chili and Vodka

Although there will be plenty of opportunities to learn, there will be also plenty of activities for fun including a beach party (yes a beach party in KC) and a baseball tailgate party – including a ticket to a Kansas City Royals game! Want to know more? The Regional website has more info, including a detailed agenda and a summary of each seminar :

www.Sertomahoa.org

It's not too late to register!



Regional and National Calendar

April 22-24	Heart of America Regional Convention – Kansas City
July 29-31	National Convention – San Antonio, Texas
Oct 8-9	Oklahoma Fall District Conference - Western Hills Lodge
April/May 2011	Heart of America Regional Convention – Location TBD. (The election of the 2012-2015 HOA Regional Director will be held at this convention. As such, it must be held within 225 miles of Fort Smith, Arkansas).
July 2011	Sertoma travel event to Mexico to kick off celebration of 100th Anniversary (<u>this is not an official meeting or convention</u>)
April 2012	100th Anniversary Convention and Annual Meeting – Kansas City
July 1 2012	New Heart of America Regional Director takes office
Fall 2012	Heart of America Regional Convention – Location TBD

Regional Contacts

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Regional Website:
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Never doubt that a small group of thoughtful,
committed people can change the world,
indeed, it is the only thing that ever has.

Margaret Mead

This is one of my favorite quotes – why you might ask? Because every time I hear or read it, I think of Sertoma and the great work we do in our communities helping those in need – John

Note: I presented this report to the Sertoma Board at our meeting in Kansas City in March. The next Board meeting will be in San Antonio following the National Convention.

Heart of America Sertoma

Board Meeting – Regional Report – March, 2009

Membership as of 2/10 – (Members | % Growth) – 2024 members | (2.50%) growth

- | | |
|--|----------------------------------|
| ▪ Arkansas – 99 (3.88%) | ▪ Oklahoma – 268 (8.22 %) |
| ▪ Kansas – 382 (3.78%) | ▪ East Texas – 275 (0.36%) |
| ▪ North Missouri – 275 (11.86%) | ▪ Heart of Texas – 238 (5.93%) |
| ▪ South Missouri – 392 +14.96%! | ▪ North Texas – 95 (6.86%) |

Club Building

- Kansas – Working leads for potential club opportunities in Ottawa and Wamego. Rebuilding of Miami County Club under way – two new members joined in February.
- North Missouri – Preliminary efforts under way to build a club in Smithville or Blue Springs.
- South Missouri – 1) In Joplin, the PLAY (People Leading Active Youth) Club had their Charter Banquet on Feb. 26! The primary sponsorship is Boys and Girls Clubs. 2) Preliminary discussions under way for a club in Branson AND St. Louis.
- Oklahoma – Potential club opportunity in Claremore sponsored by Townwest Sertoma.
- East Texas – Potential club opportunity in Lake Charles, LA
- Heart of Texas – Potential club opportunity near Austin.
- North Texas – Two efforts underway 1) Haltom City is working closely with city leadership. 2) Preliminary work underway to build a Hispanic Club in Fort Worth.

District Highlights:

- Arkansas (DAL) – Club Consultant, Frank Fuller has reached out to each club to lend support, helping with judging of District awards and encouraging them to attend Regional in KC.
- Kansas – Established fundraisers (Pancake, Biscuits and Gravy breakfasts, Duck Race) doing well.
- North Missouri – Liberty Club is encouraging club interaction by stealing club bells. It takes 6 members attending another club to steal a bell – it takes 5 members visiting the stealing club to get the bell back.
- South Missouri – New club (PLAY) in Joplin off to a solid start. Close proximity of strong clubs and work with Boys & Girls Clubs creates a force multiplier (“1+1=3 in S. MO”). The Springfield 29th Annual Chili Cook-off it was a major success with 85 booths.
- Oklahoma – During the 2009 calendar year, the Oklahoma SHARP Board reviewed 87 applications for hearing aids, and 47 aids were fitted.
- East Texas – Generally, good positive attitude in the District. Lafayette Sertoma is participating in Cell Phones for Soldiers and is donating used cell phones and money for shipping to provide military personnel overseas with free phone time to call home. They will be also hosting their air show, exact date not set yet.
- Heart of Texas – Nearly 50% of clubs participated in the District awards program – a significant increase.
- North Texas – Club interaction is high. Working together, clubs were able to build an inventory of hearing resources for North Texas.

General Comments from District Governors and members of the Region:

- Membership – Despite their efforts, the majority of clubs are losing more members than they are gaining. Generally attributing this to the weak economy and lack of interest in service clubs.
- Cost of National Convention registration might be cost prohibitive to some this year.
- Current requirements (travel to each club twice) for District Governor could be a deterrent for getting younger members to step into this position.
- Many Governors expressed their appreciation for the work of the National staff.

Convention: The Heart of America Regional Convention will be held in Kansas City, April 22-24.

Submitted by,

John Cassida, Heart of America Regional Director

Regional Website: www.SertomaHOA.org

**APRIL 22, 23 & 24
KANSAS CITY**

**5th Annual
Sertoma Heart of America
Regional Convention
Registration Form**

**REGISTER BY
April 13 and save \$**



**Beach Party
on the Prairie**
Hosted by the
Lenexa, KS Sertoma Club
April 22, 23 & 24, 2010

Name _____

_____ Sertoman _____ Guest

Name for Badge _____

Address _____

City _____ State _____ Zip _____

Email _____

Contact # _____

Club Name _____

City _____

Are you a 1st Timer? _____

Number of conventions attended _____

Current office _____

To Make Room Reservations:
Holiday Inn Kansas City SE-Waterpark
(Formerly-Sheraton KC Sports Complex Hotel)
Address: 9103 East 39th Street
Kansas City, MO 64133
Phone: (816) 737-0200

Room rates are **\$95** a night **until April 9.**
Ask for the Sertoma rate.
If there are questions, ask for Sarah Whiteowl

Registration includes: Thursday night beach party (the hotel has a massive indoor water park), Friday Awards Luncheon, Friday night tailgate party & Royals Baseball game, Saturday night Banquet and *all* business sessions and seminars.
**Guest tickets may be purchased separately.*

Special Needs

Do you need hearing/interpreter aid? _____

Do you have special dietary needs? _____

Details: _____

Registration Prices:

Early Bird - Prior to March 23.....\$125 _____

March 24 – April 13.....\$135 _____

After April 14.....\$145 _____

*** Guest Ticket Prices:**

Thurs night reception at Coco Key..\$10 _____
(Children under 16 are free for the Thurs night reception)

Friday Awards Lunch.....\$30 _____

Friday tailgate/baseball game.....\$20 _____

Saturday Director's Banquet.....\$40 _____

Mail checks payable to:

Sertoma HOA Regional Convention
11951 West 66th Street
Shawnee, KS 66216

TOTAL AMOUNT \$ _____

Please see the Regional website for additional information: **Sertomahoa.org**