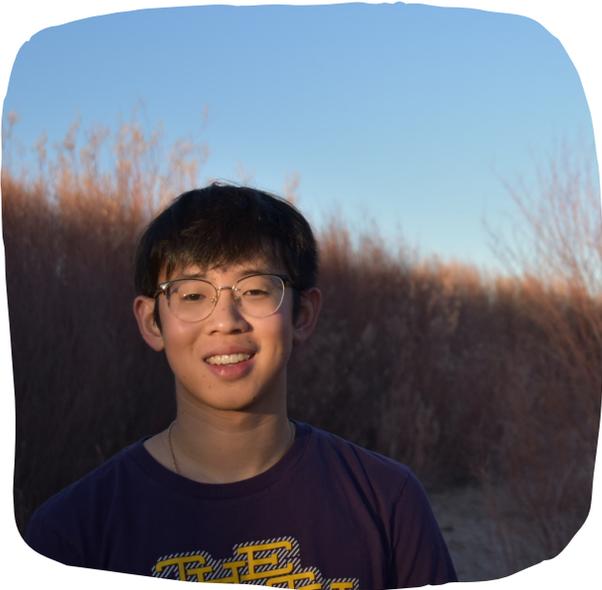


— THE KEY TO THE —  
SOUTHWEST

Volume 58  
Issue 3

# EDITOR'S STATEMENT



Happy April Southwest District! This marks my 3rd and final district publication. It has been an amazing term serving all of our district and working with you all. As Bulletin Editor, I have learned many new things throughout this year. It has been a pleasure to serve from the 2020 to 2021 year. Thank you all for your continued support and participation in Key Club?

Throughout this year, we have all had our good times and rough times. COVID-19 has made many of our plans unreachable. However, the service we have all performed far exceeded anything that I personally could have been possible. I personally congratulate each and every one of you on your tremendous efforts this year. As things start to show a slight return to normalcy, I hope that service surges back to an all-time high.

Early in the year, I had hoped to better establish a social media presence, and from the 10% increase of followers gained, I believe that goal was attained sufficiently. However, while there are many goals I have achieved, there are still many improvements to be made, and always many more goals to be achieved. So as my last piece, continue to strive for more goals, and stay Spicy, and stay Serving, Southwest District!

Yours in Service,

A handwritten signature in black ink, appearing to read 'Kendall'.

2020-21 Editor



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"My favorite part of being on the Southwest District Board is the skills you learn while being able to make even stronger bonds with people who have the same interest as you."



"When I think about the Southwest District I think of all of the amazing leaders that have graduated, that have gone above and beyond in the world, and the caring atmosphere they provide for all of there members. Something the Southwest has that no other district has is the spicy energy they provide to every event, they do not just give 100% they give 110% at everything they do."

# GOVERNOR'S MESSAGE

SWD | KEY CLUB  
OFFICE OF THE GOVERNOR

Hello Southwest!

Welcome back to our District Bulletin Editor's third issue of The Key to the Southwest. The release of the last issue of the District Publication is not only a relief to the District Bulletin Editor, but it is a signal to the closing of the service year. It's been a wonderful 11 months with you all. So with this, I hope you all enjoy the official District Publication. I'd like to use my statement to address a few things to be aware of for this spring season.

Most glaringly and obviously, it's DCON season! If you are reading this within the month of March or years after 2021, there are many amazing opportunities offered by our District Convention virtual or in-person. Consider participating in elections, awards, and workshops! It's a chance to sharpen your leadership skills, compete for awards and honors, or learn new information to bring back to your clubs.

More along the lines of elections, I'd like to point out that it is important to read the newsletters and check our social media platforms for updates on appointments and applications. Throughout the year, district offices, committee spots, and lieutenant governorships become available and we are always in need of strong and passionate leaders ... no qualifications needed, consider signing up!

# GOVERNOR'S MESSAGE (cont.)

To expand on elections to a more local level, the point of clubs hosting elections in the springtime and submitting the officer certification form as soon as possible needs to be addressed. It is important to get your officers to their posts prior to the summer because the summer is an important period of time where officers can get acquainted and host projects during the most free time of year! Please consider hosting and submitting the OCF as soon as possible.

Oh! Before you turn to the next page, let's take a moment to recognize the amazing work that our District Bulletin Editor has done for these past few issues and on our social media platforms ... round of applause for Noah please!

As always, never hesitate to reach out to your lieutenant governor if you have questions or concerns.

Best wishes,

Eric Sommala



**Eric Sommala**  
District Governor

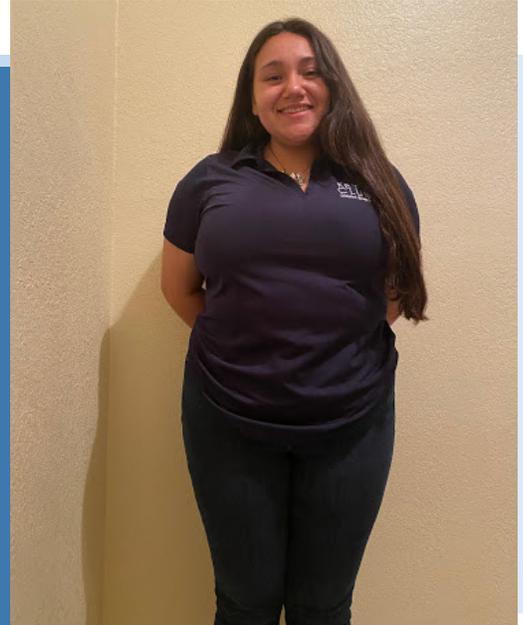
[KeyClubGovernor@swdkiwanis.org](mailto:KeyClubGovernor@swdkiwanis.org)

# 2020-21 BOARD

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Noah Qiu | District Bulletin Editor  
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Brynn Kramer | DCON Chair  
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# 2020-21 BOARD

## Lieutenant Governors



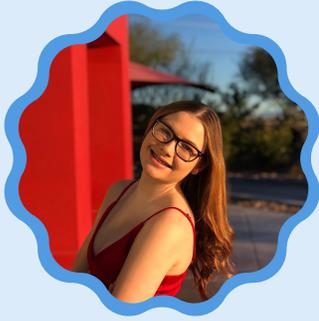
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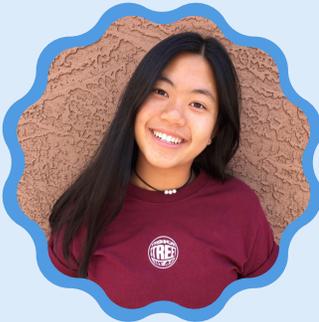
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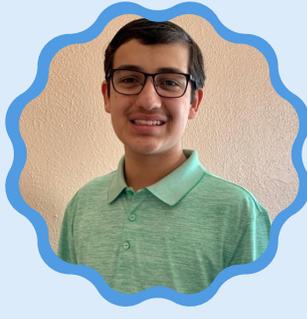
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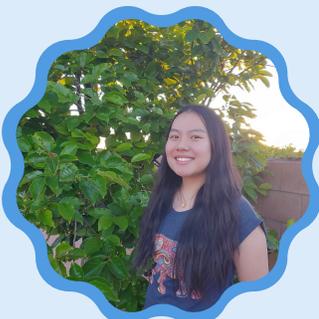
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# CLUB HIGHLIGHT

## *Marana High School*

Marana High School Key Club has been a helpful service to others throughout the 2020-2021 school year. Members have been working so hard trying to make a difference even through these tough times. There has been many service projects such as writing letters to the police force, helping out elementary schools and still trying to spread positivity through everything. These members have been making a difference to serve their community and be there for others to make a difference in their life. Not ONLY are we doing service to help others but this is also benefiting ourselves during COVID-19 because being able to benefit others influences our happy behavior creating a more positive area for everyone.

# CLUB

# HIGHLIGHT

## *West Las Vegas High School*

In these hard circumstances this club has proven to be creative, hardworking and versatile. They have completed a major service project each month as well as worked with other groups in the community to complete those groups projects as well. In October they made 45 gift bags from kids who pledged to stay home instead of Trick or Treat. In November they made 4 Thanksgiving food baskets for families in need as well as donate to Kiwanis food drives on multiple occasions. In December they raised 250 dollars for Toys for Tots, made 85 ornaments and gift bags for Christmas for our local nursing home residents, completed a CYFD Angle tree list, and with extra funds donated six toys to the West Las Vegas Toy Drive. In December they also Kickstart their reading program for Elementary kids in our district.

# THE KEYS TO QUARANTINE



**Brophy College Preparatory**  
Turkey Distribution in Partnership with St. Mary's  
On the first day of Thanksgiving break, our members dedicated an entire morning to distributing a Thanksgiving dinner to needy families. The Brophy boys were tasked with packing, loading, and distributing the boxes of food. Over 1000 families were able to to enjoy a holiday dinner through the efforts of St. Mary's Food Bank and Brophy Key Club

## Horizon Honors Key Club

Mats for the Homeless

On the first day of Thanksgiving break, our members dedicated an entire morning to distributing a Thanksgiving dinner to needy families. The Brophy boys were tasked with packing, loading, and distributing the boxes of food. Over 1000 families were able to to enjoy a holiday dinner through the efforts of St. Mary's Food Bank and Brophy Key Club



## MHS Key Club

Elementary School Service

We have done many of these at places like Roadrunner elementary school, Gladden farms, degrazia, and twin peaks. We set up events mainly for the holiday for these children to have a good time and participate in some what "normal" events since their worlds are changing so much while they are very young. We believe helping out the younger children are so important because they need the most help understanding what is happening to our world right now and being able to let their energy out is really important.

# DCON 2021

SOUTHWEST DISTRICT KEY CLUB

## *Murder Mystery*

For this 2020-2021 school year, Southwest District Key Club would like to invite you to our virtual Murder Myster-KEY District Conference this April 11th through April 18th! Limited registration, including both a pin and a sticker, will remain open until April 10th. With a range of workshops, a theme of murder mystery, and a variety of social sessions, our DCON committee worked hard to offer the same opportunities for fun and community in this virtual platform.

We are also incredibly excited to host our service fair, where both local Southwest organizations and international programs will come together and offer a chance to discuss the service work that they do - and that you can help with.

Contests, awards, and local elections are taking place as well! This convention is all about celebrating the incredible work you accomplish each year, and these are all incredible avenues to explore that. Those who wish to participate in a contest or become a delegate should reach out to their officer team or advisor for more details.

All in all, this year has been a hard-earned one, and we hope to see you there for the chance to send off the 2020-2021 service year with the rest of Southwest District Key Club! Registration is available on the website at [swdkeyclub.org/dcon-2021](http://swdkeyclub.org/dcon-2021). Until then, stay spicy!

# DCON 2021

SOUTHWEST DISTRICT KEY CLUB

## Workshops

Design

Mystery Solving

Networking

Fundraising

Running for Office

Conflict Mgmt.

Social Media

Stress / Time Mgmt

Public Speaking

## Extras & Social

### Sessions

Exec Meet  
& Greet

Service  
Fair

Escape  
the Room

Opening  
& Closing  
Sessions

Skribbl.io

Murder  
Mystery

# ***COMMITTEE UPDATES***

## **Kiwanis Family Relations**

The Kiwanis Family Relations Committee has thrived and succeeded in their efforts to unite the Kiwanis Family in the Southwest. Through our many projects such as hosting board bonding nights and the publishing of our advisor support forum, we have been able to interconnect the Kiwanis Family and work collaboratively to provide our district with its needs. As possible members of the next district board or Circle K and beyond, remember to continually strive to strengthen the bond between the K Family and encourage your peers to do the same. We all have one goal: to serve. To succeed and maximize our impacts, we must work together. As we wrap up our terms, I would like to thank my committee for all of their time and efforts, along with our supporters for their own.

## **District Convention**

As of March 21st, 2021, the DCON committee has reached its final dress rehearsal, starting this week. We have completed the second reviews of all of our workshops, our clues and storyline are set, and our mailing items are being packed and sent out this week. With only a few weeks left before DCON, we are focusing on wrapping up all the loose ends and making sure everything is in place to go as smoothly as possible for carrying out our convention itself. We will continue to share more information about our daily themes, our program, and our social sessions this week and hope to continue to promote our awards and limited registration as much as possible before the coming deadlines. In review of this year, I am incredibly proud of the committee and what they have accomplished in this extremely unprecedented time, and am deeply grateful to this board for the opportunity to serve as DCON chair. Thank you.

# Membership Growth & Retention

As of March 21st, 2021, the Membership Growth and Retention committee has continued working on the DCON Restoration Project that will consist of a video. This video will be played at this year's District Convention to promote in-person DCON. We have compiled and are continuing to compile photos and videos for this project. The committee has also requested Lieutenant Governors to send out an email to their divisions, and if you have any pictures or videos from in-person DCON please email them to me. We've gathered content from CKI, the current and past district board, our home Key Clubs, and more. We also plan to create a promotional Instagram post to accompany the video and the last meeting of our committee this service year will be taking place on March 28th. In terms of this service year, we reviewed, edited, and finalized SMART Goal Submissions 2, 3, and 9, we reviewed the Southwest District Chartering Grant Program, we created an Instagram account dedicated to membership growth and retention, we created monthly posts for the account, we completed the Membership Rush campaign project, and we compiled content for the DCON Restoration Project. As aligning with the directives for the creation of resources, we created an email template, a club information flyer template, an about Key Club flyer template, a slideshow presentation on how to gain members virtually, we made newsletter articles every month, we created a booklet with various resources, ideas, and information, and we compiled the booklet's resources into a toolkit. Our main goal throughout this service year was to help Key Clubs as best as we could with membership growth and retention. I'd like to thank all the committee members for all their hard work this service year and this concludes the Membership Growth and Retention committee report, thank you.

# Publicity & Service

This is the Publicity and Service Committee's first year on the SWD Board. And as such, it is natural that this committee is somewhat of an experiment. However, as a committee member for most of the year, I believe that this committee has done some wonderful things under our Chair Nisoli. Currently, we are pursuing a few Instagram posts for our Lt. G's, as well as a DCON Countdown, and a slide post for our Workshops. This year, I have only been chair for a small portion of the year, and have only recently been a substitute due to the circumstances, however, throughout the year, our committee has made youtube videos, social media posts, flyers, and more to promote our events. This committee has been held up by the hard work of its members, so I want to thank our members, as well as our Chair Nisoli!

# GOVERNOR'S PROJECT



This year, District Governor Eric Sommala designated UNICEF as the 2021 Governor's Project with a goal of \$15,000. At this point you might be asking, what's UNICEF? UNICEF is an agency of the United Nations that is responsible for providing humanitarian and development aid to children worldwide. Since 1947, UNICEF has been serving children across the globe in over 190 countries.

District Governor Sommala mentions that his desire to select UNICEF stemmed from three main points. The first being that UNICEF serves over 190 countries ... to put that in perspective, over 90% of countries on the planet are being assisted by UNICEF in some form or another. The second being UNICEF has multiple initiatives that support children. UNICEF works on education, clean water access, child safety, and so many other initiatives; the diverse amount of focuses of UNICEF allows for clubs to find projects they are passionate about and support them accordingly. The last reason being its close involvement with the Kiwanis family; UNICEF is a partner organization with Key Club International. For many decades, UNICEF and Key Clubs have worked side-by-side to combat various global issues one step at a time.

Hopefully, you are inspired. Now let's talk about how you can support UNICEF. Each year, UNICEF and Key Club partner up to host two major campaigns each service year. The first campaign, Eliminate Week, occurs in May; proceeds from this event go towards eliminating maternal and neonatal tetanus. The second campaign is Trick-or-Treat for UNICEF which occurs in October; proceeds from this event go towards UNICEF's projects across the globe. Some projects include immunization to emergency relief.

# TRUSTEE'S UPDATES



## *Hey Southwest District*

International Trustee Glory Kalu here. I hope you are all doing well! Can you believe that the service year is almost over! It seems like just yesterday we were all figuring out how we would work around a service year during a pandemic. But that has luckily stopped none of you from making this an amazing year filled with your continued perseverance. I cannot emphasize how impressed I am with what you all have accomplished this year! It has truly been an honor to serve you all and work alongside your incredible District Governor Eric this year! I am looking forward to connecting with you all at your upcoming DCON.

I do not have much of an update for you all to be honest. Be sure to stay on the lookout for information on the Key Club instagram and website. Additionally, the Key Club International Board has decided to cancel the 2021 International Convention due to safety concerns over the pandemic, but do not fret! In its place, we will be holding the Summer Leadership Conference! Make sure to look out for more information on SLC. Also, if you are a senior, I highly recommend taking a look at senior apparel at the Key Club store.

Once again, this has truly been an amazing service year! If you have any questions, concerns, or comments, please feel free to reach out to me at [glory.kalu@keyclub.org](mailto:glory.kalu@keyclub.org). Enjoy the rest of your day!

[glory.kalu@keyclub.org](mailto:glory.kalu@keyclub.org)



International Trustee of the New York,  
Pacific Northwest, and Southwest  
Districts.

Yours in Caring and Service,

*Glory Kalu*

# ICON 2021

## WHAT WILL ICON 2021 LOOK LIKE?

There is currently still much uncertainty about what ICON 2021 will look like. Depending on the situation with COVID-19 and its developments, however, it is looking to be similar to the previous Summer Leadership Conference. If in person, ICON will likely be in Orlando, as the planned Orlando ICON was not able to take place. However, regardless of physical or virtual, ICON will include many exciting aspects of Key Club. International Trustees are named, RFL and Distinguished Awards are given out, and much more!

### Summer Leadership Conference

Due to COVID-19 concerns, this year's 2020 International Convention was also cancelled. Thankfully, Key Club International organized a Summer Leadership Conference program, from July 1st-3rd. The program featured multiple training seminars, guest speakers, and KCI recognizing the work of the previous board.

#### The International Board:

**Trustees:** Emma Brainard, Emma Chang, Marissa Ding, Salma Eldeeb, Glory Kalu, Melanie Kim, Lena Oswald, River Pease, Jordan Reichardt, Andrew Watson, Eddie Wei,

**International President:** Alexander Drahos



**International Vice President:** Caroline Bushnell



**Governor:** Ella Erickson

**Secretary:** David Lopez

#### Robert F. Lucas Outstanding Lt. Gs

Livia Calugaru

Moby Chiu

Abby Gladden

Valerie Grisanti

Nuriah Perea

Thomas Romero

Mayah Taylor

Derek Wirachowsky

19

...all different yet connected...  
...attending the Squads Abroad and Global Telesquads workshop, the Lt. Governor workshop, the College 101 workshop. All of them were amazing and engaged learning...  
...During the Squads Abroad and Global Telesquads workshop, I learned about the virtual service opportunity that they offer where you can virtually gain new experiences all while making a positive impact on lives around the world. For the Lt. Governor workshop, I learned new ways to better serve my division and my obligations along with monthly tasks as Lt. Governor with the College 101 workshop, I learned different tips and gained new knowledge for the college application process. The Vision Board/Strategic Management workshop gave me new insight with my goals and myself. It inspired me to create a vision board, and I learned new ways to deal with stressful situations.

The recognition session and closing session were both super exciting and it was great to see all the awesome accomplishments and to find out who was selected for the 2020-2021 International Board. I am truly grateful for the experience and really enjoyed it. It's a matter of three days, have been so inspired to continue to make a positive impact on my home, school, and community. The Key Club Summer Leadership Conference is a major highlight for my Key Club story and it was a great experience.

Jenny Ou

20

...and more...  
...to hear the presenter's experience as an Lt. G and they also offered some advice to the viewers that will be helpful in the upcoming service year.

-Zander Layugan

During the summer leadership conference I attended the squads abroad, ceremony and the college 101. I learned that squads abroad is a program. There that deals with wealth, education, stem and business. It is a 6 week program led by high school students who want to make an impact. While I was in the 101 I was very informative on your college apps, sat scores and extra curriculars. The speaker went in depth and explained how to fill them out. She suggested to not overfill your resume, and there is a time and place to "flex". I enjoyed the workshops very much, and had a wonderful experience. Overall, SLC was a great conference. The speakers were wonderful and informative. While the overall conference was very organized.

Lyla Nguyen

# Re-Intro to Circle K

Howdy, Southwest Key Clubbers! My name is Alissa McIntyre, and I am a past Lieutenant Governor for the San Pedro division right here in Southwest, as well as currently serving as the Recruitment Lieutenant Governor for Southwest Circle K, and no, not the gas station, rather the collegiate branch of the Kiwanis Family. Following my term on the Key Club District Board, I was in search of something to allow me to continue serving my home, school, and communities, and as luck would have it, I stumbled upon the great organization of CKI!

Southwest CKI is a smaller district; currently serving 8 colleges in Arizona and New Mexico (UNM, WNMU, ENMU-Roswell, UA, NAU, GCU, ASU, and OUAZ). Similar to Key Club, we offer leadership opportunities and potential for personal growth, but the difference is we offer it RIGHT OUT OF HIGH SCHOOL! This means that if you are currently interested, but have not yet graduated, you can still apply, keep up with us, and be present as a member while you make the transition to college! We also offer scholarship opportunities for high school seniors to help get you to college, workshops on real life skills, and connection to a worldwide group of individuals determined to help you succeed.

As the branch with the highest number of service hours per member in the K-Family, you're mistaken if you think we don't serve. We volunteer throughout our local communities all the time at food banks, homeless shelters, community gardens, and many other things.



We also get to travel for our service; we attend and work the Albuquerque International Balloon Fiesta every year, have a District Large Scale Service Project annually, as well as regularly travel across states to serve with our other clubs and sometimes even other districts.

Circle K is known for its three tenants of Service, Leadership, and Fellowship, and how we live by them. When I joined CKI, I was just looking for all these great service opportunities they offer and the ability to rack up service hours. Instead, I met some of my best friends, continued serving with those I met in Key Club, and found a community more loving, supportive, and passionate than you could ever dream of. You join for the service; you stay for the friendships.

If you are interested in joining or would like more information please don't hesitate to reach out to myself at:

alissajae8@gmail.com or follow our CKI social media @swdcki

All of us here at Southwest CKI can't wait to have you!

**Yours in service and friendship,  
Alissa McIntyre  
SWD CKI Lt. Governor of Recruitment**

# KEY CLUB INT.

## Partners, Charities, & Co-Sponsors

### Partners

#### **Thirst Project**

The Thirst Project aims to provide clean drinking water to countries around the world, actively helping in the countries of eSwatini, Ghana, El Salvador, Kenya, Uganda and India

#### **Nickelodeon**

Nickelodeon currently hosts 2 major campaigns, *Worldwide Day of Play*, and their *Get Dirty* campaign. These campaigns are meant to encourage an active and playful lifestyle, as well as protect the environment.

#### **Landscape Structures**

Landscape Structures works to provide high quality playground equipment and consultation services to parks.

#### **Squads Abroad**

Squads Abroad allows volunteers to travel internationally to serve in areas of health and economic disparity.

#### **Kiwanis Gives Online**

Kiwanis Gives Online is a platform which provides optimized an fundraising platform and campaign support for Key Club,

## **Up with People**

Up With People helps volunteers develop a sense of social responsibility through integrated, specific volunteer events.

## ***Preferred Charities***

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### **Children's Miracle Network Hospitals**

Children's Miracle Network Hospitals raises money to fund children's hospitals to research and combat youth health issues.

### **Unicef**

UNICEF works give all children a better future, hosting two major campaigns of *Trick or Treat for UNICEF* and *Eliminate Week*.

### **March of Dimes**

March of Dimes helps to raise awareness, as well as research and combat the crisis of premature birth, hosting a *Prematurity Awareness Month* in November.

## ***Collaborative Partners***

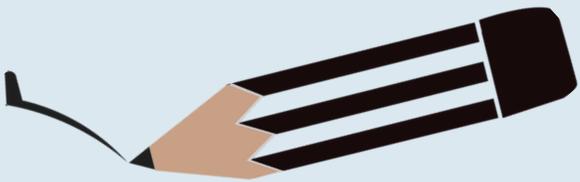
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### **K Corps**

K Corps is a Kiwanis youth exchange program for Key Clubbers, in collaboration with host families in Japan.

### **Project Happiness**

Project Happiness promotes mental health through the research of neuroscience, and practices of exercises, discussions, and games.



# Editor's

# Corner

As club bulletin editor, you have many responsibilities. One of your main jobs is to get information into the hands of your members. Ways to do that range from social media to articles to public-service announcements. As editor, your role can have a large impact on how informed your members are.

## View the Spooktacular *Design & Aesthetics Workshop* [Here!](#)

When designing, make sure to keep the mood and purpose in mind, and adjust the visual elements accordingly. Everything should have a purpose

Story posts are a very useful tool for member engagement. Use questions, polls, or simply post new information for your audience to see.

Add your own personal element to your works. While templates are fine to start out, try and develop a style that is unique to yourself. This will help immediately identify the works pertaining to your home club, because they are produced by you.

Make sure to keep your social media consistent and active. Post any and all important information, and space out your posting intervals accordingly.

Make sure that everything you make is simple and easy to read. Reduce the clutter, keep appropriate margins, and don't let anything blend into each other. As for colors, make sure the text and background contrasts so that it is easy to read.

