



Kiwanis[®]

Kiwanis Club of Burbank

Musings of the Dec. 20, 2017 meeting
Spotlight #12 "Kids Need Kiwanis"

Words of Wisdom

The most expensive thing in the world is
TRUST! It takes years to earn and only a
matter of seconds to lose.

Nutrition Program

Jan. 3 – Ron Rothacher & ?
Jan. 10 – Gary Peterson & Hazel
Jan. 17 – Lisa Malm & Chris Gargaro

Invocation & Pledge

Jan. 3 – Pam & Ron
Jan. 10 – ? & Susan S.
Jan. 17 - ? & Bryan S.

Upcoming Speakers

1/3 – David Justl – The New Tax Law
1/10 – ?
1/17 - ?

Presiding Officers

Jan. 3 – Pres. Lisa
Jan. 10 – 1st VP Luis
Jan. 17 – 2nd VP Pam

Upcoming Calendar of Events

Feb. 24 – Mid-Year Conference - Pomona

SPOTLIGHT

Volume 95

www.BurbankKiwanis.org



Pres. Lisa decorated for the
Holiday!



2nd VP Pam called the meeting to order at
12:30PM. She offered the
invocation and Pres. Lisa led
the pledge. We all sang 'God
Bless America' as Sam, Sr.



played and we all shook hands with
someone spending time with family.

GUESTS - Sandy McGuire, Don



McGuire, Joyce
Peterson (Gary) &
David Pizzaro,
speaker



Chuck S. and Diane delivered either 126 or 24 meals
(not sure) to shut-ins.

ON-THE-SPOT: Peter knew that it was
Charlotte – yep! another free ticket

Birthdays – It was 'Kooky's
hangout' for Gary Peterson (77
Sunset Strip) and Peter celebrated
his ???- years young

Anniversaries – Diane celebrates 38
years on the 29th with Gene.



Pam fined Steve for being 'out of order, as usual', Ian Fagan was called to the podium by Pres. Lisa. Ian is leaving the club after membership in Kiwanis for 50 years. He



recounted his many years in the Hollywood club and that he and Don Farquar come over together. Steve noted that he has given generously throughout the years to KCAC.



Pres. Lisa called Gilbert, our caterer to the podium and presented him with a card and his annual Holiday Gift.



Cathy H. reported that she and Tom closed the books on the Pancake Breakfast and that we netted \$5782.74 to be split with the Burbank for Fun (we get \$2891.87) Sarah Harano doubled her last year's sales.



Luis announced that there will be one banner ad in each of the Spotlights for \$25. It reaches over 300 individuals.

Linda reported that "Relay for Life will be May 5 & 6 and that the kick off will be held on Jan. 10 from 6:30-7:30 at Gordon Biersch.



The highlight of the year is always Sam, Sr.'s Christmas Story. Everyone participates as he leads us through the motions of Santa and his friends.



Kiwanitas – Next meeting is Wednesday, Feb. 7 – Don Cucos, Downtown Burbank @ 11:30AM. RSVP to Alice Higginbotham at 818-842-9925 or [hhiggi4007@'s aol.com](mailto:hhiggi4007@aol.com)



Marsha introduced our speaker – who also enjoyed 'The Christmas Story', David Pizarro. David spoke about 'ghost writing' and that there is now a problem with marketing due to new technologies.



He explained that in many ways he is a writing coach, so it really is the book of the author. He has conversations and writes up what they talk about. He authors the book through typing.

There are a number of ways to use a ghost writer.

1. Co-op – John Smith and David Pizarro – he makes John look good
2. Entirely the story of John, but written by David (no mention of David)
3. Production of books for professional reasons (to sell the authors talents or story)
4. Creating history and as a marketing tool
5. Blogging- write a blog a week and turn it into a book

Prices begin at about \$200.00 for a blog to perhaps \$50,000.00 for a biography.



Pam presented David with the fine china cup and he drew Hazel's number (AGAIN!!)

We adjourned to 'Hail Kiwanis' at 1:30PM



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Other Kiwanis Facts

The Membership Lapel Pin

The gold and rhodium-plated pins are the basic Kiwanis pins, but you'll see many others, too.

In fact, some Kiwanians are inveterate pin collectors, a few having hundreds or thousands of pins, all different, most of them commemorative of some Kiwanis club, division or district or a memorable Kiwanis event.



Your club president, other officers and board members probably have special lapel pins denoting their office.



Watch for **Ruby K** pins among the members of your club. The sparkling Ruby K pin is easy to spot...even from a distance. When you find one, look for the little number engraved on the pin's surface; it signifies the number of Kiwanians the wearer has sponsored. You'll find a few 5's and 10's. Three-digit Ruby Ks are rare but there are a few around. At least one Kiwanian has received a four-digit Ruby K pins; 4-digit pins are scarcer than a Kiwanis International President's pin and, of course, must be custom made.

Division 16 Events



We had a great showing at the International President's luncheon.



Kiwanis International Float

The Objects of Kiwanis

The six permanent Objects of Kiwanis International were approved by Kiwanis club delegates at the 1924 Convention in Denver, Colorado. Through the succeeding decades, they have remained unchanged.

- [Object 1](#) - To give primacy to the human and spiritual rather than to the material values of life.
- [Object 2](#) - To encourage the daily living of the Golden Rule in all human relationships.
- [Object 3](#) - To promote the adoption and the application of higher social, business, and professional standards.
- [Object 4](#) - To develop, by precept and example, a more intelligent, aggressive, and serviceable citizenship.
- [Object 5](#) - To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service, and to build better communities.
- [Object 6](#) - To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism and Goodwill