



# The Kiwanis Club of Williamsburg

www.williamsburgkiwanis.org

## Kiwanogram

**Jan. 26, 2011**

### Meeting Location

Williamsburg Lodge-Tidewater Room

### This Week's Program

Shayna Walker  
Social Media

### Menu

Meatloaf Sandwich  
Potato Salad  
Cole Slaw

### Upcoming Speakers/Topic

Feb. 2-Ray Owens/Federal Reserve  
Feb. 9-TBD

### Invocation Song Leader

Carol Simmons Martha Madeira

### RAFFLE TALLY

CARDS LEFT: **17** POT: **\$490**

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## List of Workshop Topics Provide Great Reason To Go To K-Family Reunion



French

When Lt. Gov. Tim Meyer told us the 6th Annual Mid-Winter K-Family Reunion on Feb. 12 was going to be awesome, he wasn't kidding. The list of workshops, sessions and roundtables will be well worth your time. And, to make it even better, three of our own will be presenters:

**Tom French** will conduct a roundtable entitled "Fun With SIPs."

**Carla Morin** will talk to attendees about how to build a new Kiwanis Club in her presentation entitled "More Clubs, More Service."

**Scott Zimmerman** will bring his trademark enthusiasm for all things Kiwanis to a roundtable discussion titled "Where the Money Goes, And More" about the Kiwanis International Foundation.

And check out some of these other topics – it will be hard to choose:

– "Get Your Community Buzzing," a presentation by Tim Meyer on how to use social media for the betterment of Kiwanis.

– "Young Professionals, A New Type of Club."

– "Learn Some Facts, Have Some Fun: A Kiwanis Game."

– Member recruitment and retention roundtable.

(See "Reunion," page 2)



Morin



Zimmerman

Kiwanis International is a global organization of members of every age who are dedicated to changing the world, one child and one community at a time.

## Today's Speaker: Shayna Walker

Shayna Walker is owner of The Social Bit, a new media consultancy which helps small business owners who are intimidated or overwhelmed by “social media” to launch online marketing profiles. She offers step-by-step personal guidance on how to effectively incorporate Facebook, Twitter, LinkedIn and blogs into overall marketing plans. She also helps create blog strategies, ghostwrites and co-authors both posts and information products for new blog publishers and corporate entities.



Shayna Walker

Shayna is better known to some as the “Weddlady”. She also owns and operates Williamsburg Wedding Design, a full-service wedding production company (formerly Weddings by Shayna) which she established in 2004. She publishes four of her own blogs:

- Life in Weddings, a business-development-by-demonstration blog for wedding professionals
- The World According to Weddlady, a general advice blog for brides.
- The Williamsburg Wedding Blog, a locally-targeted blog that promotes the Williamsburg wedding industry.

## Reunion

(Continued from page 1)

– A roundtable on “Inclusiveness.”

– “Kiwaniis International Project To Fight Tetanus.”

There also will be training sessions for new secretaries and treasurers, and a roundtable about club satellites conducted by members of the Poquoson and Grafton clubs.

“Accessibility, Building and Commitment” will be the ABCs of this year’s Mid-Winter K-Family Reunion of Hampton Roads Region Kiwanis Clubs, to be held at Old Dominion University’s Webb Center.

“I invite everyone from the Kiwanis Club of

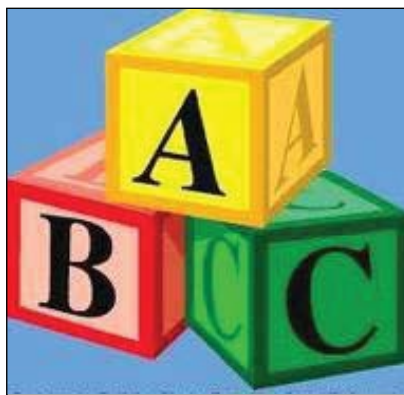
– The Social Bit, where she helps demystify the scary world of social media for small business owners hoping to create an online presence.

She has contributed to multiple blogs and publications, including the Birds on the Blog (UK), The “Illuminate” Blog, Small Business Survival and the print publication WedLock Magazine. She has published two e-books:

“Social by the New Year” and “Why Do Wedding Planners Cost So Much?” as well as the annual “Where to Wed” bridal guide for Williamsburg, Yorktown, Newport

News and Providence Forge.

Shayna graduated from William & Mary in 2000 (Go Tribe!) with a bachelor’s degree in history with high honors. She was recognized in 2005 as one of Hampton Roads’ Top 10 Business Women Under 30 (an honor for which she now admits she has “matured” out of the running), and was one of 10 finalists in the 2010 national Road to Success Challenge by Fairfield Inn and Suites. She has lived in Williamsburg since 2004 and has 6-year-old boy/girl twins.



Williamsburg to participate in this annual pilgrimage, where we renew our dedication to service, while having a lot of fun in the process,” Meyer said.

Registration is \$30 per person, which includes all programs, continental breakfast, morning break service (coffee and soda), and a hot lunch. All registrations must be in by Jan. 28. You may register online by

logging on to [www.hrmidwintrkfamilyreunion.com](http://www.hrmidwintrkfamilyreunion.com).

One of the major efforts to take place during the conference will be “Ten Thousand Meals,” part of the Stop Hunger Now Project for 2011. Each club is being asked to donate \$50.

# Kiwanonotes

## *World War 2 Vets: Memories Sought*

Bill Unaitis and Hal Gieseking have been working on a project to interview WWII veterans and their memories to add to our Club history files. They have been working on “verbal lists” provided by others and completed the project last week. If you have not been interviewed and want to add to our history files, contact Bill Unaitis at 870-1100.

These interviews will be edited down to 3-5 minutes audio/video clips and put together as a club presentation sometime in late February or early March.

## *Interclub Meeting With Toano Feb. 8*

There will be an Interclub meeting with the Toano Club on Tuesday, Feb. 8, at noon at Crosswalk Church, Norge (intersection of Richmond Road and Croaker Road).

Lunch is catered and is normally a choice of sandwich or salad, and we need exact numbers, so please let Brian Estes know in advance if you will be there. E-mail gbestes@cox.net by Feb. 2 if you plan to attend.

## *Awards Nominations Still Needed*

Nominations are still being accepted for the Korczowski-Fuller Award. The award is considered the most prestigious award bestowed by the club. The award does not have to be awarded every year, if a suitable recipient can not be determined. Nominees for the award are usually Kiwanis Club members. Non-members who have been very supportive to the club can be considered. The award is given to recognize both community service as well as outstanding service to the Kiwanis and in support of Kiwanis projects. Nominations are due March 1.

## *“Shamrock the Block” Getting Closer*



Don't forget about “Shamrock the Block,” a new fundraiser for our club, planned for March 12 from 6 p.m. to 9 p.m. at Legacy Hall in New Town. The event will center around a local Irish band, The Havers. Spirits will be served, including Guinness draught, Bud Light, wine and water. Proceeds will be achieved from cover charges/ticket sales and sales from

alcohol. There will be no food at this event. Tickets will be \$15.

The Shamrock committee is actively pursuing sponsors for this event and would like to open that opportunity up to our members. Please notify Rick Lodwick at rlodwick@cox.net or Mike Rock at rockm1@verizon.net if you are interested in sponsoring this event or know of someone that might.

## *Highway Trash Pickup Feb. 26*

It's time again for breakfast, fellowship, and trash pickup, not necessarily in that order! We have set a day for our Kiwanis Highway Trash Pickup for Saturday, Feb. 26.


We'll meet at 7:30 a.m. at Gazebo pancake house on Bypass Road for breakfast and fellowship. Bring appropriate attire and gloves. We're usually done at around 9 a.m.



## *Sponsor Spotlight*

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