

SERTOMAN

A quarterly publication for Sertoma members / Summer 2010

Sertomans in the Loop

Introducing Dennis Lawler

Meet Anna Rundell

Sertoma 100 ~ Sounds of The Past



DENNIS LAWLER — SERTOMA'S NEW PRESIDENT

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Sertoma Mission Statement

Sertoma exists for the high and noble purpose of service to mankind by communication of thoughts, ideas and concepts to accelerate human progress in health, education, freedom and democracy.

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PRESIDENT'S MESSAGE



President
Dennis Lawler

Future
Oppportunity
Commitment
Unity
Service

On April 11, 1912, the first official meeting of the founding club was held in Kansas City, Missouri. The founding club was known as the "Stand Together Club" while being organized, but it officially became known as the Co-Operative Club of Kansas City, Missouri.

In April 1912, the first "Model T" to be assembled outside of Detroit was assembled in Kansas City. Today automobile plants are scattered all over the country, producing many brands and hundreds of models.

Like the automotive industry, Sertoma has also grown over 98 years and faced many challenges. Sertoma is located in many states from "Sea to Shining Sea". We also have competition from many volunteer and/or service organizations, more so in the last 20 years, than in our earlier years.

So, how do we set Sertoma apart from our competitors in attracting and retaining members? We must have a consistent message about who Sertoma is and what Sertoma does – nationally and locally. We have an excellent reputation in the speech and hearing field nationally for delivering programs and services. We need to continue our successful and dependable delivery in serving the needs of our communities.

My theme for 2010/2011 is FOCUS. We will continue to focus on enhancing our national mission and providing needed services in our communities. But, we will also FOCUS on growth through member retention and recruitment.

The math is simple. For every member we lose, we have to add one new member just to stay where we are right now. And we must replace every departing member with two new members in order to grow. So we need to FOCUS on membership development, which is to say retention and recruitment.

We need to ask ourselves some tough questions about why members resign and create solutions to the answers to those questions.

- Are we giving our members value for their membership?
- Do we value and respect the time they spend volunteering and participating in club activities?
- Do we make them feel wanted or needed?
- Do we overwork them?
- Do we welcome their suggestions and ideas?
- Are we creative in making it easy to be a member of our club and volunteering?
- Do we make it easy for them to connect to another Sertoma Club if they are moving?
- Are we using the tools provided by Sertoma in the member retention manual and the volunteer manual that is included with the club manual?

Has your Club ever conducted a Membership Satisfaction Survey, New Member Survey or a Membership Termination Survey? These surveys could help all of our clubs add more value to membership in Sertoma by highlighting the areas we can improve upon. You can find the surveys in the Member Retention Manual included on the Club Manual CD-ROM, along with information and thoughts that can assist you in the retention of members.

Join with me and **FOCUS** on growth by retention this year.

SERTOMANS



©National Association of the Deaf

HEARING LOOP INSTALLED Switch hearing aid to T-coil

www.hearingloop.org

Sertomans in Madison, Wisconsin are definitely “in the loop” when it comes to improving the lives of hearing impaired individuals. That’s because the 24 members of the Madison Sertoma Club have embarked on a great mission to bring induction-loop technology to the community’s hearing impaired with two pilot projects as part of the Club’s *A Sound Investment* campaign. Thirty-one guests, including Sertoma club members, local audiology professionals, audiology students from the University of Wisconsin-Madison and representatives of proposed locations for the induction-loop installations attended the Club’s kick-off educational event on May 27. Attendees enjoyed a social hour and buffet

dinner and then received an in-depth education on induction-loop technology from Dr. Juliette Sterkens, an audiologist whose efforts to promote the superior benefits of hearing loop technology have snowballed into over 40 large looping installations in the Fox Valley area of central Wisconsin and serious inquiries coming in almost daily.

According to outgoing Club President Chris Noffke, this campaign is a natural fit with the Club’s speech and communications goals. “We were looking for a new project when Juliette approached us about putting together a campaign to bring induction-looping to the community,” said Noffke. “After learning about the technology and how it offers such great benefits to people with hearing aids and cochlear implants, our Club confirmed the project.”

So, what exactly is induction-loop technology? Think of it as a Wi-Fi broadcast system delivered through hearing aids. While a hearing aid works well when conversations take place or sounds occur in small, rather quiet and intimate settings, it doesn’t mask background noise or filter echoes. In large buildings with poor acoustics like an airport, auditorium or church, a hearing aid simply amplifies all the background noise and echoes, making it very difficult for an individual wearing the aid to hear public announcements, stage presentations or worship services. Through the use of a telecoil (or t-coil) built into hearing aids and conductive wire looped around a building or public facility, a hearing aid wearer can pick up crystal clear sounds and speech broadcast by public address systems or microphones by simply pressing a button built into the hearing aid to activate the device’s t-coil. There’s no need for a hearing impaired individual to seek out and wear conspicuous hearing assistive devices or juggle between headsets and hearing aids and no hygienic concerns about

IN THE LOOP

putting a device in or on one's ear that has been in or on someone else's ear.

Induction-loop technology is not new. In fact, it's been around for over half a century. What is new is development of improved amplifier and t-coil technologies and computer-modeled designs for complex installations. What's also new is the growing use of induction-loop technology in the United States.

Sterkens' passion for induction looping came after hearing Dr. David Myers speak in 2008. Myers, a hearing impaired professor of psychology at Hope College in Holland, Michigan and outspoken advocate for induction-loop technology, first experienced its benefits over ten years ago while worshipping in Scotland's Iona Abbey. In an effort to help him better hear the worship service being conducted in the 800-year-old stone building, Myers' wife suggested he try switching on the "T" (for telecoil) setting on his hearing aid. The sudden clarity with which Myers could hear every spoken word and note of music during the service was an overwhelming experience. And it was an experience he later repeated in countless venues across Scotland and Great Britain, from auditoriums to cathedrals to the backseats of taxicabs.

But if induction-looping technology creates such hearing miracles, why is it just beginning to gain ground in the United States? Part of the reason lies in application of the reasonable accommodations provisions contained in disability laws passed in the U.S. and United Kingdom. Across the pond, looping technology was embraced as the means by which the needs of the hearing impaired should be accommodated in public venues. As a result, hosts of venues large and small across the United Kingdom (and in Scandinavian countries to its north) display familiar blue signs that indicate the presence

of hearing loop systems. But on this side of the Atlantic, guidelines established under the Americans with Disabilities Act support the ADA's position that no single approach works for every person, in every venue. As a result, venues in the United States can comply with the law by offering FM or infrared systems, both of which Myers characterizes as "hearing aid incompatible technology" and require individuals to seek out and wear borrowed headsets to access the systems' benefits.

Another reason hearing loop systems are just beginning to gain traction here may be found in the cost of installation, particularly in large venues where the looping wire must be installed into existing concrete or stone. At the low end, installing an induction loop system into a home TV room is relatively inexpensive, running from as little as \$140 up to about \$300. A small to mid-size church can run \$2,000 to \$8,000. But installing the system into a large concrete or stone venue (such as an airport or cathedral) easily goes into six figures. The price tag for an induction-looping system installed in two concourses and 12 passenger gates areas at Gerald R. Ford International Airport in Grand Rapids, Michigan ran \$137,000. So while the system offers greater convenience and long-term cost savings by eliminating the need for a facility to purchase and maintain headsets and other equipment required for FM or infrared technology, it's easy to see how the upfront costs of installing an induction-looping system can be a deterrent. And here's where we come back to the Madison Sertoma Club.

After committing to help bring induction-looping technology to the Madison community, the Club looked at possible sites in which the system might generate the greatest benefits to the largest numbers of hearing impaired individuals. At this time, two sites in Madison have been

SERTOMANS IN THE LOOP CONT.

tentatively selected: the Goodman Community Center and Oakwood Village, a retirement community. Goodman Community Center was selected because it offers a senior program and has an established relationship with the Club through past projects. Oakwood Village was selected because of its large senior population, half of which experience some level of hearing impairment to the degree that Oakwood Village employs the services of an on-site audiologist. Final decision on the sites and specific areas of the facilities in which the looping systems will be installed will be made by the Club later this fall.

Noffke says that the Club's intention is to pay the entire cost of the first two installations and then set up a grant program through which the Club will cover a portion of installation costs in other facilities. And since the greatest portion of installation costs comes from the manpower and time it takes to install the looping wire, Noffke sees local expertise in that area as essential to controlling installation costs. Currently, that expertise is not available in Madison but through a partnership the Club has created with a local electrical contractor, it may soon be available. "Hill Electric here in Madison wants to expand its services and we want to have a local company with expertise in looping installations," said Noffke. "Through this partnership, Hill Electric can develop that expertise and, in fact, they've indicated they might even do the first installation free of charge as a training exercise."

Although supporting installation of looping systems can be an expensive undertaking, the Club feels confident it will have the resources to launch the pilot projects and provide grant funding of additional looping projects in the years to come. Thanks to responsible stewardship of its resources and two successful annual fundraisers – a Bowlathon and Raffle generate about \$9,000 each year - the Club is positioned to launch and sustain its campaign. "Our Club is pretty frugal when it comes to spending the money we raise and we make sure that every expenditure directly supports our mission," said Noffke. "Now that our SHARP campaign is self-sustaining, we are confident

we'll have the support of our members and the financial resources we need to sustain this new and exciting campaign."

As with any new undertaking, launching its *A Sound Investment* campaign has produced a few bumps along the road and lessons learned. The Club held its kick-off educational event on the Thursday evening before the Memorial Day weekend. Noffke says that, in hindsight, holding this event farther away from a holiday weekend likely would have generated higher attendance. The other lesson he says he has learned is to avoid kicking off a new campaign just before a Club takes a break. The Madison Sertoma Club meets semi-monthly except during the months of July and August when the Club takes a summer break. After its May 27 educational event, the Club met in June to confirm its participation in the campaign and begin working out details of the projects. But things came to a standstill during the Club's July-August break and Noffke believes some momentum and energy have been lost as a result. Although he is confident that momentum and energy will be quickly restored when the Club reconvenes in September, Noffke advises Clubs considering their own campaigns to avoid delays like this and to channel their energy "to something that's do-able right away".

Finally, for Sertomans who wonder about the benefits of induction-looping technology, there's a great example in a July 2nd interview done by Dr. David Myers with Ira Flatow of National Public Radio. You can hear the entire interview, including examples of sounds transmitted through hearing aids with a hearing loop system and without such a system, at <http://www.npr.org/templates/story/story.php?storyId=128268480>

Sertoma congratulates the members of the Madison Sertoma Club for their outstanding work. For more information on induction-looping technology or advice on starting A Sound Investment campaign in your community, contact Holly Walls at Sertoma Headquarters (hwalls@sertomahq.org) or visit the Hearing Charities of America website at www.hearingcharities.org.

SERTOMAN

OF THE YEAR (2009-2010) John Brunk



The Sertoman of the Year Award is the highest recognition given to a member who exemplifies SERVICE TO Mankind through lifetime contributions to Sertoma and the community. This year's recipient of the National Sertoman of the Year Award is no exception.

John Brunk is known as the “go to guy” in the Austin Bluffs Sertoma Club where you will find him originating, planning and executing a variety of activities that support the Club's mission. A consummate team player, John's leadership, support, service and cheerleading have contributed greatly to the success of the Club's National Heritage program, sports camp for deaf and hard of hearing children and various fundraisers. He shares his enthusiasm with everyone around him and has recruited more than 15 new members. A key

player at each New Member Orientation, John shares his extensive knowledge of Sertoma and mentors new members to promote their understanding and involvement. He also keeps members engaged and connected by providing the Club's newsletter, designing and maintaining its web site and hosting and supporting many social activities.

Our National Sertoman of the Year has demonstrated true leadership through consistent acceptance of board positions. Going beyond the expected, John has held multiple terms for every position on the Board and his service has been generous to the District and Region through his participation in conferences and trainings seminars and acceptance of various leadership roles.

John has achieved GEM, Centurion, Tribune, Senator I - VIII, Leadership, Service and Tenure awards. He is the recipient of awards too numerous to list for his service and dedication to Sertoma and his community. He “walks his talk” - as a Sertoma Foundation member for more than 30 years, a Fellow donor for more than 15 years and a Life Member since 1985. In honor of his community service-oriented father, John has contributed funds to many Life Member applicants and has fully funded the Life Membership of 15 fellow Sertomans.

A retired Air Force Lt. Colonel, John served his country as a navigator, radar interceptor officer and pilot. He is a gentleman in all aspects of life, loved and respected by his fellow club members. For John, SERVICE TO Mankind is truly a family affair. He is married to a Sertoman and has two sons and three grandchildren, all of whom are Sertomans!

Congratulations to John Brunk, our 2009-10 National Sertoman of the Year.

LIFETIME SERVICE AWARDS



NORM BORCHERS

Norm Borchers is the ultimate gentlemen. He is soft-spoken, kind, but a no-nonsense kind of guy who gets things done. Norm lives in Colorado with his wife, Ruth, and has been a Sertoman since 1981. He is a charter member of his Platte Canyon Sertoma Club in Littleton, Colorado and is also a member of the Sertoma Promotion Club in Denver.

Norm has amassed an impressive list of Sertoma achievements. He is a GEM recipient, served in nearly every Club officer position, was a Gold Coat President, brought in numerous members, wrote the club bulletin for 15 years, serves as the Club Historian, was Sertoman of the Year at both the Club and District levels, and achieved Centurion, Tribune, Senator II level in the Gold Eagle program. He is a Sertoma Life Member, a Distinguished District Governor,

FDR twice, International Director, worked on hosting several regional conventions and the 2008 International Convention in Denver, has been a Fellow for many years, received his 100 hour Service Award and 20 year Tenure Award. Norm has attended 21 regional conventions and 15 international conventions.

Born in Chicago, Illinois, Norm attended the Illinois Institute of Technology with a focus on mechanical engineering. He served as a Chief Warrant Officer in the US Navy Reserves for 34 years, married Ruth in 1954 and worked in engineering and management positions with Western Electric and AT&T. Norm and Ruth have two daughters and three grandchildren.

Norm is an active member of his church in Littleton, Colorado, and has served in various church and community positions in his community for which he has received accolades from the local chamber of commerce. Travel, fishing and boating are among Norm's hobbies when he is not busy serving his community.



STEVE BRODIE

Always ready with a big smile and a "what can I do for you" greeting, Brodie is the ultimate "Southern Gentleman". God, Family, Country, Community are the words that best describe the lifetime service record of this North Georgia District Governor.

Steve is an extremely active member of Thomaston First United Methodist Church, serving as Chairman of Trustees, Chairman of the Administrative Board and Chairman of the United Methodist Men. He also has been a member of the Choir for many years.

Born and raised in Lynchburg, Virginia, Steve graduated from Virginia Tech in 1963. He and his wife Clarice just celebrated their 47th wedding anniversary and are the proud parents of two daughters who have given the couple four delightful grandchildren.

Three weeks after marriage, Steve joined the Army Reserve, entering as a Private First Class. He retired after 30 years at the rank of Lieutenant Colonel. Steve organized and emceed a 'Welcome Home Heroes' Program for a local National Guard Unit that returned home from duty in Iraq. He also organized and chaired a "Freedom Fighters Open" Golf Tournament for a local VFW Post to assist with the financial needs of deployed soldiers. Steve currently has a son-in-law serving in Afghanistan as a Lieutenant Colonel.

Steve joined the Thomaston Sertoma Club in 2003 and was quickly appointed Publicity Chairman and made an ex-officio member of the Board. In his first full year in the Club, he was recognized as the Club's Sertoman of the Year. He

went on to serve as Sergeant-At-Arms, President-Elect and then President. As Chairman of the Board, he started a major campaign to build a new Sertoma Club in nearby Pike County. In his first year as North Georgia District Governor, he played a major role in building a Sertoma Ladies Club in Thomaston, Georgia, that chartered with 57 members. This past year, Steve worked diligently with the Macon Sertoma Club to build another new Sertoma Club in Forsyth, Georgia. Three new Sertoma Clubs in three years! Steve is now a Certified Trainer.

The words of John Wesley the great Christian Theologian best describe the service record and the service attitude of North Georgia District Governor Steve Brodie: *Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as you ever can.* This is definitely Steve Brodie!





TERRY CUTHBERTSON

This great Sertoman “walks the walk”! Terry Cuthbertson is a member of the Topeka (Kansas) Evening Sertoma Club and has served at every leadership level and on many committees. He was quickly elevated to Club President after just one year of membership. He served as a Distinguished Governor and received the Sertoman of the Year award at both Club and District levels.

Terry is recently retired but far from slowing down. During his first year of retirement, he chaired the Club’s most successful fund raising event ever. He has chartered two new Sertoma Clubs and recruited several new members into his own Club as well as into the new Clubs. He has 10 years of perfect attendance and expended hundreds of service hours in the name of Sertoma. This Sertoman is truly a humble man, never asking for thanks, recognition, and shying away from such things.



DUANE GRITZMAKER

Duane Gritzmaker is a proud member of the Gleneagle Sertoma Club in Colorado Springs. Those who know Duane, can attest to his attention to detail, honesty, leadership skills and training and speaking abilities.

With over 20 years of service through Sertoma, Duane has recruited more than 15 members, earned Senator 10

level, the Leadership Award, and hundreds of hours in the Service Award. He has provided his expertise in training at regional conventions over the past several years, shared his knowledge in training regional trainers, served on the Certified Trainers Advisory Council and continually provided training expertise for newly developing training,

Duane has held virtually every office in his Club and is very much a “hands on” volunteer. He assisted the Club in earning Gold Honor status six times, as well as helping the

Terry and his wife Celia (also a Sertoman) have been married for 42 years, have two grown sons and are now grandparents. In addition to his activities for Sertoma, Terry is also committed to the Boy Scouts of America and his church, where he and his wife Celia are very involved.

Terry was born and raised in Minnesota where he attended college and later joined the Army. After his honorable discharge, he moved back to Minnesota to complete his college education with a Bachelor Degree in Chemistry and a Masters Degree in Public Health Administration. He worked for several VA Hospitals across the country and finally came to Topeka in 1982. Under Terry’s watchful leadership, his team developed the Bar Code Medication Administration Program that is now used in every VA Hospital in the nation.

When he’s not involved in his Sertoma and other volunteer activities, Terry is an avid, nationally-ranked horseshoe pitching player and enjoys fishing, boating and water skiing. Terry is one of those rare souls you can always count on to “do the right thing” – a truly honorable man!

Club earn the District Level Club Excellence and Community Achievement Awards. He was a Gold Honor President in 1992 and continues to mentor incoming leadership.

Duane truly leads by example, mentoring fellow Club members. He averages 200 volunteer Sertoma hours yearly. Beyond the Club level, Duane earned status of a Distinguished Governor, was District Secretary/Treasurer, Foundation District Representative and has served an outstanding term as Region Director with more new Clubs built in this region than any other, thanks to his outstanding leadership.

Retired from the US Air Force, Duane and his wife Barbara have been married over 40 years. They have two grown children and are proud grandparents. They are active in their church where Duane also serves in many capacities. Through the years, they have served as a “home away from home” for 13 USAF Academy Cadets during their first years at the Academy. Sertoma counts itself fortunate to have in its ranks such an energizing man of integrity and outstanding role model. Duane Gritzmaker’s enthusiasm and energy for Sertoma is beyond measure!



DAVID & KATHY STAUDT

In Springfield, Missouri, this great husband and wife Sertoma team is synonymous with service. If you want something done – you ask them. Members of two different Clubs, they divide their service among many, but also work together on large multi-club fund raisers and sponsorships.

Kathy has been a Sertoman for 14 years, beginning her service as Charter President of a new Club built that year. Three years later, she served as BANC Chair and Ambassador for another new Club! Kathy has been awarded Sertoman of the Year at the district level, is a past Governor and past FDR.

Kathy serves as Executive Secretary for the local Sertoma Building Board and has two adult children. For the last nine years, she has chaired the world-famous Sertoma Chili Cook-off, an annual event held for over 25 years that has raised over one million dollars for Boys & Girls Club and other local

needs. Kathy joined Sertoma after future husband David took her to a Sertoma “Christmas to Remember” event where she liked what she saw.

David has been a Sertoman for over 35 years. He was Sertoman of the Year in 2006, President of his Century+ Club twice, attained Senator 30++ level, was Governor in 1997-98, FDR and is passionate about Sertoma. His leadership in this district is immeasurable. David has sponsored many members through the years, including his wife Kathy and his daughter Natalie.

David volunteers with his church, traveling on mission trips in the U.S. and overseas to remote places like China and Guatemala. His father and his brother-in-law are church pastors. David is an independent insurance broker. He has two daughters who are also in the insurance business and an identical twin brother.

The Staudts are avid travelers, often turning the Sertoma Convention into a family vacation as they travel throughout the United States and beyond. They love to golf and spend time with the most important people in their lives – their families.

FUNDRAISING VOLUNTEER REPRESENTATIVE AWARDS

Sertoma's Fundraising Volunteer Representative Award recognizes individuals for their commitment, service and accomplishments in raising funds for the Annual Fund. These Sertomans visit Clubs to share the accomplishments of our grant and scholarship programs. They ask for your support because they know firsthand the generosity of

Sertomans. And they thank you over and over again for your support because they also see firsthand the impact of that generosity through the Annual Fund.

To achieve this award, Fundraising Volunteer Representatives must attend training, turn in quarterly reports on club visits and presentations they have

made and achieve at least a 5% increase in support in their division over the past year. They must also make an individual gift to the Annual Fund.

We congratulate and thank our 2009-2010 Fundraising Volunteer Representative Award recipients for the support, service and commitment to Sertoma.

LaRita Lang, East Nebraska District,
Great Plains Region

Robert Sall, East Nebraska District,
Great Plains Region

Laura Beilke, North Minnesota
District, Great Plains Region

Steve Brown, Iowa District,
Great Plains Region

Joseph Collette, East Texas/Louisiana
District, Heart of America Region

Roger Donato, Arizona District,
Mountain West Region

Earnie Reese, Central Colorado
District, Mountain West Region

Diane Neeb, East Tennessee District,
Southeastern/Caribbean Region

Harvey Rhinehart, Central Florida
District, Southeastern/
Caribbean Region

William Rogers, West Tennessee/
Southern Kentucky District,
Southeastern Caribbean Region

Joby Castine, Wade Hampton
District, Atlantic Coast Region



2009-2010 SERVICE TO MANKIND AWARD

ELIZABETH BERRY



This year's Service to Mankind Award recipient was nominated by the College City Sertoma Club and the Northfield Sertoma Club, both located in the South Minnesota District of the Great Plains Region.

Elizabeth (Beth) Berry is dedicated to improving the lives of low-income and minority students. As an elementary school guidance counselor, she noticed that less than 20% of the Latino students passed the Minnesota Basic Skills test and fewer than 35% would achieve high school graduation. Determined to make a difference, Beth founded the *Familias en Accion* coalition, bringing together school and community members to support the personal and academic success of Northfield Latino students. She also developed The Learning Team, partnering college students and senior citizens as mentors with struggling elementary students.

When counseling positions were cut from school budgets, Beth continued to serve her community as a volunteer in the English as a Second Language

classroom, working with students desiring an education. In working with these students, Beth discovered an even greater need for service to the ESL community, leading her to develop the TORCH (Tracking Obstacles Raising College Hopes) program. Since its inception in 2005, TORCH has seen the graduation rate of Latino students increase to over 90%. Through the support they received from TORCH, 11 Latino students in the Northfield graduating class of 2009 were accepted into four-year colleges.

Beth's greatest strength is her ability to recognize a need and develop a strategy to meet that need. Her efforts with a local community college have provided free on-line college courses for her TORCH students, allowing them to continue their education. As one of Beth's students stated, "She is like a key that opens doors for me. This woman has made a difference in my life. I don't want to picture how my life would have been different if I had never run across Mrs. Berry. She is behind all the doors that are opened to me."

Beth continues to serve her community through her volunteerism as a Community Action Center board member, an active member of the Northfield Mentoring Coalition, a member of the Grace Whittier Committee, a board member of Project Friendship and the Minnesota State Chair for Cottey College.

Another student shares, "Her words keep pushing me to never give up. I want to become like her someday."

We honor and congratulate Elizabeth Berry for her Service to Mankind!

2009-2010 SERTEEN AWARDS

If you believe that “children are our future”, Serteen Clubs across the country point to a bright and hopeful future. These young individuals care about others and the communities in which they live and share a passion for service. They serve not because they have to, but because they want to.

Each year, Sertoma nationally recognizes outstanding accomplishments by a distinguished Serteen, Serteen Club and Serteen Advisor. We congratulate our 2009-2010 Serteen Award recipients.

Serteen of the Year

This year's Serteen of the Year is Rachael Kennedy, a senior at Liberty High School and President of the Liberty High School Serteen Club. An active member of the club for two years, Rachel possesses many qualities and characteristics that make her a very deserving award winner. Three words that describe Rachael are passionate, dedicated and enthusiastic. Her energy and enthusiasm have helped make the club strong and her dedication to seeing projects and activities through has made it possible for the club to compile an impressive list of accomplishments.

Serteen Club of the Year

Our Serteen Club of the Year is the Liberty High School Serteen Club of Liberty, Missouri. This Serteen club doubled its membership during the past year, going from 15 to 30 members. Its members are motivated and enthused about their events and service projects, adopting the goal of completing one major service project each month. Their service projects this past year included raising funds for Love, Inc., a local not for profit that provides assistance to the poor; creating a slogan and logo for printed materials for their Social Norming project about prevention of binge drinking; participating in Rebuilding Together Liberty to improve the homes of low-income families, the elderly and disabled; offering a safe trick-or-treating event for young children; putting together bags of goodies for the homeless; participating in the elementary school's project, “Math-letics”; raising money for Energy of Hope, an orphanage in Zambia run by a Liberty High School graduate; adopting a needy family at Christmas; and collecting, sorting and delivering food for the Liberty Community Christmas Tree program.

Serteen Advisors

This year's Serteen Advisors of the Year are a dynamic duo whose leadership and guidance have helped the Liberty High School Serteen Club accomplish great things. Jill Hertzog and Sara Langford serve as outstanding role models for their Ser teens, motivating the teens to give their all in the club's service projects and reinforcing the positive outcomes that result when compassion is combined with commitment and responsibility. Jill and Sara maintain a close relationship with the sponsoring Sertoma club and work with the club to ensure the activities undertaken by their Serteen club are both successful and helpful. They have played a key role in supporting the Serteen club's recruitment success and in guiding the teens toward accomplishment of their service goals. The example they set and the dedication they have shown to their Serteen club and its members make Jill Hertzog and Sara Langford exemplary Serteen advisors and rightful recipients of this year's award.



Meet Anna Rundle

2006 Sertoma Scholarship Recipient

Anna Rundle grew up in Manhattan, Kansas. She was born with a severe-to-profound hearing loss as a result of being three months premature and wears hearing aids. She was a Sertoma scholarship winner for the deaf and hard-of-hearing in 2006 as a high school senior. That same year, she graduated from Manhattan High School.

Anna enjoys writing, reading, biking, running, hiking, hanging out with family and friends, sports, and other things. She will graduate in February 2011 (RIT is a quarter system) and plans to find a job as a reporter for a magazine or newspaper, or to work at a camp or sports organization that focuses on people with disabilities.



Sertoma headquarters was fortunate to have Anna's services this summer as an intern. She spent many hours researching and cataloging hundreds of historical documents tracing the roots and evolution of Sertoma and authored a series of articles related to Sertoma's history. Her first article, Noble Hiatt: His Time of Service, appears in this issue. More of Anna's work will appear in upcoming issues of *Sertoman* over the next year.

Anna is currently a senior at the Rochester Institute of Technology (RIT) in Rochester, New York. The university also has a campus called the National Technical Institute for the Deaf, where at least 1,500 deaf and hard of hearing students attend. Her major is Professional and Technical Communications, with a minor in Business. The Sertoma scholarship helped pay for some of her college tuition at RIT, which is one of the top colleges in the nation that cater to the needs of deaf and hard of hearing students.



Introducing Dennis Lawler



To truly understand the type of dedication and effort we can expect from our new President, you need look no further than the relationship between Sertoma President Dennis Lawler and his wife Judy, their family, and more than 40 years of shared commitment and service.

Judy is, in Dennis' words, "my best friend and greatest supporter and motivator". The couple met when Dennis stopped to eat at the soda fountain inside a drug store where Judy was working. "I took one look at her and thought she was the most beautiful girl I'd ever seen." As soon as he finished his food, Dennis went home and brought his younger brother back to the soda fountain "to get him a Coke". He asked Judy out to which she replied "no". In hindsight, Dennis admits that telling Judy he was going to marry her might not have been the best strategy to get a first date. But his persistence paid off and four months later, Judy agreed to a date. Four weeks later, the couple was engaged. And for the last 40 years, they've been inseparable. "We worked side by side every day in the plumbing and home building businesses. Since selling the plumbing business, we still have breakfast, lunch and dinner together every day except for when I attend my Sertoma meetings."

Both Dennis and Judy share a strong faith and are active in the Chandler Baptist Church where Dennis is an ordained Deacon. Dennis credits the success of their marriage to the faith and values the couple shares and to "date night". He says, "Judy's parents told us long ago that to make a marriage succeed, you have to set time aside as a couple, regardless of what else might be happening. We started out 40 years ago with Friday date night where we'd go out to dinner or a movie. Now, date night is sometimes an afternoon date

where we'll just take a walk, holding hands and talking about life. It doesn't matter where we are or what we do, the important thing is being together and giving each other our undivided attention."

The values Dennis holds and the commitment he demonstrates did not begin when he met Judy. He was born and raised in a small town where his father, the County Treasurer, and his mother, a school teacher, instilled in him the principles of compassion, responsibility, commitment, ethics, morals, hard work and discipline. They also taught him the value of service to others. "My parents taught me by example that if you saw a need, you just did what needed to be done and asked nothing in return," he said. Before joining the Sertoma family, Dennis served those in need in the Liberty, Missouri community, working with the Liberty Minister Alliance and on the first board of directors of Liberty Habitat for Humanity.



Dennis became acquainted with the Liberty Sertoma Club in 1989 when his dentist invited him to attend the Club's lunch meeting. According to Dennis, "Here I am, sitting in the chair with my dentist's hands in my mouth and he asks what I'm doing for lunch. I managed to mumble 'nothing' with his hands still in my mouth and the next thing I know, we're out the door and on our way to meet with his Sertoma Club." Dennis was impressed with what he saw and heard. He agreed to become a member and quickly became an asset to the Club. Over the years, he served in every Club leadership role and received numerous Club awards. His favorite service project conducted by his Club is Rebuilding Together Liberty, an annual event held in October where the Sertomans join with other volunteers in the community to improve the homes of low-income families and disabled individuals.

2010-2011 Sertoma President

After a brief stint as Foundation Representative for the North Missouri District, Dennis was appointed District Governor in 2000, receiving Distinguished Governor recognition in both years he held the position. Then, in 2003, he was elected Director of the Midwest Region. At that time, Dennis had no real aspirations to go beyond his role as Regional Director but was moved by requests from fellow Sertomans that he seek higher office. "I had never thought about going beyond Regional Director until some of my peers asked me to run," he said. "The confidence they had in me helped me know that it was the right thing to do." Dennis was elected Sertoma Treasurer and then Vice President before moving into the office of Sertoma President.



The success we can expect with Dennis as Sertoma's leader is reflected in his success in business. For 27 years, Dennis owned and operated Always Plumbing and in 16 of those years, he also operated one of the largest home building companies in the Kansas City area, building an impressive 837 spec homes during that time. A Master licensed Plumber, Dennis enjoyed the challenges of new home construction but reached a point where he wanted to focus his energy on the family plumbing business. In 2000, he left home building and committed his considerable talents to the family plumbing business, building a substantial list of long-time customers drawn by the quality of his work and his trustworthy reputation. That success was noticed by Dry Basement of Kansas City. In 2008, Dennis and Judy sold the family plumbing business to Dry Basement and Always Plumbing became part of the Dry Basement family of companies. Today, Dennis serves as Director of Operations, heading up the plumbing services division of Dry Basement.

In his spare time, Dennis likes to fish at a nearby lake. Although he says his golf game isn't the best, he enjoys the camaraderie of playing a round of golf with friends. He and Judy also like to travel, using it as an opportunity to learn about different places and their history. They have taken 14 cruises, enjoyed relaxing times at various beaches and like to seek out travel destinations off the beaten path. And they treasure the time spent with their daughter Jennifer, son and daughter-in-law Bryan and Debra, and grandchildren Spencer, Brennan and Alexis, whom he describes as "just precious".

When asked what legacy he would like to leave to his family, Dennis said this. "You never know who you're going to touch in life and there's so much we can do every day just by being kind. What better legacy to leave my children and grandchildren than teaching them the importance of kindness and helping others."

Dennis looks forward to his year as Sertoma President. "It's both exciting and humbling to be part of the leadership team that will take Sertoma into its next 100 years. I am grateful for the confidence and support I've received from my fellow Sertomans and together, we will build a bright and solid future for Sertoma." His vision for his year of service as Sertoma President is to leave his Sertoma family stronger, with more members and clubs, all giving more service to their communities. Given Dennis' commitment to family and his dedication to service, there's no doubt his vision for Sertoma will become reality.



SERTOMA 2010 CONVENTION – SAN ANTONIO

MISSION TO SERVE

It was a Fiesta of fellowship in San Antonio for the Sertoma members who attended our convention and leadership training. From the first training session to the closing banquet, members shared in inspiration, motivation, education, discussion and an occasional long wait for an elevator. They say a picture paints a thousand words and the pictures you see on these pages speak volumes. And though it is hard to capture in words the events and “Sertoma spirit” of this year’s convention, there are some important words to share.



Ann and Chris Weston

State of Sertoma

Every year the members receive the official report on the State of Sertoma during our Annual Meeting. It continues to be a review of opposites as Sertoma is a strong organization, but not growing. Our Clubs are doing great service, we awarded more scholarships and we have a strong financial position – yet we are still fewer in numbers. This is not without concern, but we also have a response.

Three new efforts were announced to keep the Sertoma brand of service vibrant and growing. For more details on any of these efforts, visit the Sertoma web site (www.sertoma.org) or call headquarters at (816) 333-8300.

New Club Services Strategy

Each Club is asked to assign a Club Liaison who will receive training from Sertoma by webinar throughout the year. These trainings will



Carol Moore and Ray Morris



Daryl Moore and Dennis Lawler

provide the Club Liaison the materials to present important communications and training to their club. The Club Liaison will serve to not only share information and training from Sertoma, but to identify the training and information the Club needs or wants. This is a no-cost service for our Clubs - all you need is a member willing and able to participate. The first webinar is planned for September, so select your Liaison, and send that information to Headquarters.

New Club Development Strategy

Sertoma established a new National Club Building Committee that will work to build new Clubs. Julie Hejtmanek is chairing the Committee, whose members are recruiting club building volunteers in every Region. This group has ambitious goals and if you want or need help to build a new Club – let Julie know!!



David Johnson and Debbie Shelton

New Friends for Sertoma

Sertoma has announced a new program to engage others to support Sertoma service. The Friends of Sertoma program provides an opportunity to share in our cause to those who may not want or be able to become Sertoma members. This is a great way to engage friends and family – like our first new friend Jennifer, daughter of President-Elect John Kerr.

The Annual Meeting also saw lively debate and discussion on topics including candidates for office, a dues increase, and member resolutions. We congratulate Tim Hazel as our new Jr. V.P. and welcome Don Bartlemay as the new at-large Director. Yes, the dues increase passed (does not start until July of 2011). Detail on these and the resolutions can be found in the Annual meeting Report at the Sertoma website.



Don Bartlemay and Brian Moran

Preparing for the Future

It was an exciting week for training with many of the training materials prepared for the new L.E.A.D. program provided for the first time. In addition to Sertoma training, members benefited from a great session on Social Media conducted by EAG, a national marketing firm. The response tells us we are on the right track – members want updated and targeted training. We also know we must get that training to the members other than at a convention. So, watch for new training opportunities for your Club and members. (HINT – get a Club Liaison assigned, as those folks will be the first to know)



Duane Gritzmaker

All Work and No Play

Well, that certainly would not be a Sertoma Convention! As you can see in the photos and



Gerald Wicklund and Tom Zimmerman

other articles, Sertoma celebrated its service and recognized its leaders, its youth and some great community volunteers. The spirit of the conga line during the Thursday night Fiesta Party, spilled over to the Riverwalk on Friday. With an open evening to enjoy, you could find a Sertoma friend at every bend of the river as members strolled, dined, and shared in a warm Texas evening. Even though it was a busy schedule, a number of folks did manage to slip across the street to visit the Alamo – a fitting reminder and tribute to the concept of service to others.



Great Plains Region Attendees

This year's convention was a great event – and the last under the current timing and structure. The 2011-2012 convention will be held in Kansas City in April 2012 – the first in our new time slot in the spring and the first of our second century as we celebrate 100 years of Sertoma Service. See you there!!



Harvey Rhinehart and Bill Wesley



Heart of America Region Attendees



Jesse Brown



John Tragon



Judy and Dennis Lawler



Wanda and Roland Mendoza



Everything you need to stay focused on Sertoma ... Shop our Sertoma Store today to purchase the new 2010-2011 Presidential Logo items.



Sertoma Focus Men's Polo Shirt Item #1644-1649

100% Peruvian Pima cotton; contrast tipping on collar and cuffs; three-button placket with Dura-pearl buttons; stretch tape in shoulders for extra strength; split tail with side vents. Devon & Jones Perfect Pima Polo Shirts. Sizes: M-4XL Navy Shirt w/white trim \$30.00



Sertoma Focus Paperweight Item#1656

2x2 Marble Base w/Sertoma Focus emblem \$5.00

Sertoma Focus Women's Polo Shirt Item#1650-#1654

Tipped Perfect Pima Interlock Polo Features: 100% Peruvian pima cotton; contrast tipping on collar and cuffs; feminine Johnny collar; trim cut looks great tucked or untucked. Sizes: S-2XL Navy shirt w/white trim \$30.00



Sertoma Focus Pin #1655

7/8" Silver Sertoma Focus Theme logo pin \$7.00

Please visit us at www.sertomastore.org to see a complete line of merchandise.

WHAT'S NEW

ADOPT-AN-AGENCY

For those not acquainted with our Adopt-an-Agency program, it is a program by which a Club can “adopt” a not-for-profit speech and/or hearing agency, school department or university. Through this adoption, the Club and the agency can build a relationship to move hearing health forward in communities all across the United States.

Today, we have 180 Affiliates in the program. Not all our agencies are adopted – some Affiliates pay the annual fee themselves in order to participate in the benefits of the program. These benefits include the opportunity to apply for up to \$425 in Professional Education grants, participation in our Co-Op and the opportunity to apply for grants from \$2,500 to \$5,000. Each Affiliate receives an annual directory of Affiliates and companies in the Co-Op. And new this year, the Affiliate page of the Sertoma web site will offer a place for Affiliates to talk with one another. We hope this new piece will encourage Affiliates to contact one another for suggestions and help.



Our Affiliates can become the cornerstone of your Club's participation in our national hearing health mission. For example, your Affiliate may participate in a Health Fair at which your Club might want to volunteer to pass out information about Sertoma's **SAFE**Ears! to help prevent noise induced hearing loss. Your Affiliate can be a good resource for professional staff, an audiologist or speech pathologist who can help you with a presentation on *A Sound Investment* to community leaders and churches.

VIEW WITH OUR AGENCY PROGRAM?

If you have an Affiliate, do you know if any of the Affiliate's professionals ever received a National Sertoma Scholarship? One of our partners, the American Academy of Audiology, has many board members who have received a scholarship from Sertoma.

Without the support of our Sertoma Clubs and members, we would not be able to provide all this for our Affiliates. Thank you Sertomans for adopting agencies and supporting our Annual Fund – you have made all this happen.



SERTOMA ANNUAL FUND

1912 E. Meyer Blvd., Kansas City, MO 64132 Phone: (800) 593-5646
E-mail: infosertoma@sertomahq.org Web: www.sertoma.org

Support Today for more Service Tomorrow



Name _____ Club _____

Address _____ City _____ State _____ Zip _____

Phone (_____) _____ E-Mail _____

I want to support the Annual Fund:

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$500 ☐ \$1000 ☐ Other \$ _____

☐ I have received my pin.

This gift is in: Memory of _____ or: Honor of _____

I would like to pay with:

- ☐ Check/Cash enclosed. (Make checks payable to Sertoma.)
☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name on Card _____

Card Number _____ Exp. Date ____/____/____

Signature _____

☐ **I want to pledge** (All pledges must be paid by June 30th.):

Please bill me: ☐ Monthly ☐ Once

Begin billing on: ____/____/____ Payment Amount \$ _____

☐ **Please send me information about including Sertoma in my will or estate plans.**






WHAT'S UP SERTOMA?

Arizona Sertomans Do It Up Big to Celebrate Freedom

Downtown Mesa, Arizona was the place to be over this year's Fourth of July weekend when the inaugural *Arizona Celebration of Freedom* took place on July 2nd and 3rd. Led by the Mesa Sertoma Club with the Downtown Mesa Association, the Mesa Convention and Visitors Bureau and the City of Mesa, local organizations, merchants and hundreds of volunteers from dozens of community groups worked together to create an action-packed, eye-popping celebration of freedom.

This year's inaugural event wasn't really a new event. Instead, it grew out of a Mesa tradition, the annual July 4th Independence Day Celebration, started by the Mesa Sertoma Club in 1960 as its gift to the community. Over the years, the Club's trademark event grew to such proportions that its former location in the Mesa Community College Stadium was no longer feasible. Mesa Sertomans began working early this year with Mayor Scott Smith's office and community partners to move the event into the heart of downtown Mesa.

Visitors to this year's event found plenty to do and see. Festivities abounded up and down Main Street with bands, musical performances, "fun zones", food and even motorcycles. Young and old alike cooled off with over a dozen different water activities in "the Wet Zone" and enjoyed traditional county fair games, pie- and watermelon-eating contests and more in "the Family Fun Zone". On Heritage Lane in front of Mesa's Heritage Academy, larger-than-life inflatable replicas of some of America's greatest monuments to freedom were displayed while famous historical characters gave tours and posed for photos. Visitors could even sign their names to replicas of the Constitution and Declaration of Independence. And, of course, no Independence Day celebration is complete without fireworks. Pyrotechnic displays shot off from the top of City Hall and the Mesa Arts Center provided an eye-popping end to the celebration.



This year's inaugural Arizona Celebration of Freedom attracted 50,000 visitors. Mesa Sertoma Club members were joined by members of the East Valley Sertoma Club in working on the event. The two Clubs also work together on other major events, including the Mi Amigos Thanksgiving Day Turkey Trot 10K Run, now in its 41st year.

According to Walt Zimmerman, Board Chairman of the Mesa Sertoma Club, the club is already looking forward to 2011 and welcoming even more visitors to the *2nd Annual Arizona Celebration of Freedom*. Next year's event is scheduled for July 1st and 2nd at Mayor Smith's request.

Johnson County (KS) Sertoma Club in the News



The Johnson County (Kansas) Sertoma Club received some good press for its annual Fantasy Sports Camp for Deaf and Hard of Hearing Children from Kansas City's ABC affiliate KMBC-TV Channel 9. You can watch the news report at www.kmbc.com/news/24043784/detail.html. The President of Johnson County Sertoma also appeared on the EJ & Ellen show on 980 KMBZ radio, where the Sertoma organization was featured as a group that is doing many good things for the community.

This year's Camp was held June 22-25 and attended by two dozen children, ages 5-14, who had a great time learning the in's and out's of baseball, soccer and lacrosse. Campers interviewed for the news report (spoken and signed interviews) said their favorite things about camp were getting to play sports, making friends and eating delicious food.

The Camp, now in its 14th year, is sponsored and staffed by the Johnson County Sertoma Club with support from local businesses, including Capital Federal Bank, and the Kansas City T-Bones baseball club.



Mat-Su Sertoma Gives Back!



The Mat-Su Sertoma Club recently presented a check in the amount of \$5,175.87 to Matanuska Susitna Health Services for the retrofitting of a portion of their facility to be used for a low income dental clinic.

The Mat-Su Sertoma Club is responsible for the Annual Polar Plunge in the region and generated nearly \$16,000 divided between two other non-profits. Through a grant process, Mat Su Health Services and the Wasilla Area Senior Center were the successful recipients of funds raised through the chilly event. Mat Su Health

Services will be the first organization to provide a much needed low cost dental clinic in the area. The first contribution to make the clinic a reality was provided by the local Sertoma Club.

Paula Nance, Charter President of the Mat-Su Club, presented the check to Chaz St. George, Chairman of the Board for Mat Su Health Services, at a bar-b-que celebration that was well attended by residents in the community.

The Sertoma Dog



Man's Best Friend is a familiar site at many Sertoma club events. In fact, some Clubs have events specifically designed for dogs and the people who love them. But as much as Sertomans enjoy their dogs, we didn't know until recently that there is, in fact, a Sertoma dog!

The following comes from Maureen E. Hauch, owner of the last surviving purebred dog in the Sertoma Line of American Staffordshire Terriers. It's a delightful story of a creature possessed of a big heart, gentle soul and generous nature who likes to have fun. In all these things that matter, Tommy D'lite is definitely a Sertoman.

Ch. Mullins SERTOMA Tommy D'lite
By: Maureen E. Hauch

When I was asked to write this article about my American Staffordshire, Sertoma Tommy, I thought how can I describe this mischievous clown dog? Should I write about how he gets a cookie and hides it so he can get another? Should I tell about how he naps on top of his dog house or how he faked an asthma attack with the pet sitter to get attention? I decided to start with the story of how Tommy came into my life and go from there.

In 1994 I decided that I wanted a particular line of dog I had heard of called the Sertoma Line. This line was bred by Theo Rayborn who had once lived in Aiken, S.C. Theo had passed away in the 1980's so there was a lot of research to do. After many, many calls to people I did not know, I found Dr. and Mrs. William Mullins of Augusta, S.C. who, along with Dr. and Mrs. Proctor, had preserved the Sertoma line and kept it pure.

I bought my first Sertoma dog, Meggie, from the Mullins and she was well worth the wait. She became a show dog and made her mark with many big wins, including at the Westminster Kennel Club. Meggie and I were doing great in 1999 when Mrs. Mullins called to say she had a

new litter with a male pup I had to see. After a great deal of persuasion by Mrs. Mullins, I made the long drive with Meggie to Augusta. We came home with my Tommy. He was 8 weeks old and already a character.

Tommy, who has the American Kennel Club name of Ch Mullins Sertoma Tommy D'Lite, became a show dog as well and, like his Aunt Meggie, an AKC Champion. Tommy was not crazy about the whole show thing, preferring the role of visitor and resident clown. His antics amused everyone around but he also showed himself to be a dog who was very sensitive to special needs of children and adults. One year I took Tommy along to visit and spread his charm at a show. As we walked and visited, Tommy suddenly pulled me across the room to a young girl in a wheelchair. He laid his head on her lap and stood perfectly still so she could pet him. It was a very touching scene, as he and this little girl delighted in each other's company.

Tommy truly loves children and he developed quite a following at neighborhood soccer and baseball games where the children would squeal, "here comes Tommy!" at our arrival. Tommy would lie down on the ground with the kids and they would all roll down the hill together, with the children climbing all over him at the bottom. Tommy was in heaven and the children had a good time, too.

This past year, I took Tommy (now 11 years old) to our breed nationals to show him in the Veterans class. As I was showing him, he stopped and proceeded to attempt to stand on his head, all the while peeking to be sure he was getting the attention he desired. People



Tommy and Hauch's granddaughter Courtney

were laughing and snapping pictures as fast as they could. But they need not have rushed - Tommy was in it for the long run and loving every minute.

Tommy is a wonderful companion dog. He is my bed buddy and my best friend. He has brought joy to my life and to the lives of many others. Tommy has produced beautiful puppies that live in Italy, Australia and in other parts of the United States. He is the last of the true Sertoma dogs that originated in Aiken, South Carolina but his offspring will live on with their best part being Sertoma.

This year I began a quest to discover where Theo Rayborn came up with the name Sertoma. After learning that Sertoma stands for SERVICE TO MANKIND, I know there must be a connection between your organization and Theo Rayborn because that phrase truly fits the American Staffordshire Terrier Sertoma Line he created and Tommy, my Sertoma dog.

A note to our readers: If you have any information regarding Theo Rayborn and his possible connection to a Sertoma club in South Carolina or Georgia, Ms. Hauch would welcome hearing from you. She can be reached by email at maureenhauch@aol.com.

SERTOMANS TAKE A “WALK IN THE PARK”

Imagine taking a walk in the park on a sunny spring Saturday. Trees swaying gently in the spring breeze, flowers offering up vibrant colors and the fragrant smell of newly mown grass. It's just the cure for those long winter days, renewing your energy and giving you FOCUS.



Now imagine thousands of Sertomans, their families and their friends taking a walk in parks across the country, all on the same day, and all to promote Sertoma and its mission of hearing health. On May 22nd, under an azure blue sky at Wolfe Wildlife Park in Oak Lawn, Illinois, 105 Sertomans and guests from Clubs in the Illinois/Wisconsin District got the ball rolling. They dusted off their sneakers and took the first steps in what is hoped will become a national Sertoma event - Walk in the Park.

This first Sertoma Walk in the Park was organized by Cheryl Cherny of the Southeast Area Sertoma Club, Eddie (Eddie"D") Dlugopolski from Burbank Sertoma Club, Jerry Lipinski of Hickory Hills Sertoma

Club and Dom Porto of ACTION Sertoma. Participants, ranging in age from babies in strollers to Sertomans in their 70's, enjoyed an event that extended well beyond a simple 5K walk. Representatives of Sertoma Speech and Hearing Center were on hand to conduct free hearing screenings and volunteers made sure that every walker received goodies that included a SAFEERs! bookmark, earplugs and a t-shirt prominently displaying the Sertoma name. When their stroll through the park was completed, walkers enjoyed a delicious spread of pizza, sandwich wraps and beverages donated by local businesses, community members and Sertomans. Fun, friendship and, of course, Sertoma stories were in abundance.

Walkers also delighted to a live performance by classic rock band No Obligation. Cherny jokes that the band's name is appropriate. "No pun intended, but No Obligation performed at no obligation to us thanks to the fact that the band includes three Burbank Sertoma members—brothers Burt and Jack Ames (both second generation Sertomans) and Mark Whalenberg." And it wasn't just



Sertomans who enjoyed the performance. Neighbors across from the park were seen setting up lawn chairs in their driveways to enjoy the concert and park visitors stopped to listen to the music and ask about the event and Sertoma.

Ten Sertoma Clubs participated in Walk in the Park: ACTION, American Heritage, Burbank, Helping Hand, Hickory Hills, Lemont, POW-R, SouthEast Area, Southwest and Tinley Park. According to Cherny, "all these Sertomans and their friends stepped up to the plate and hit a home run!" for this first-time District event. Not only was Walk in the Park a great (and greatly enjoyed) event, the clubs raised \$12,300 in sponsorships with \$10,000 going to support the Sertoma Annual Fund.

Walk in the Park involved five levels of sponsorship: a \$20 Walker fee; a \$100 Walk sponsorship; a \$250 Route sponsorship; a \$500 Event sponsorship; and a \$5,000 Naming Rights sponsorship. Sponsors at all levels received the Sertoma t-shirt and Walk and Event sponsors also received recognition in the event program. The Burbank Sertoma Club brought in the most sponsorship dollars with Club President Leon Eaton bringing in the most donor pledges. Both were recognized at the event.

In addition to their Club activities,

both Cherny and Dlugopolski hold office in the Great Lakes Region, Dlugopolski as National Director and Cherny as Secretary/Treasurer. According to Dlugopolski, his vision was to create an event that would involve Clubs from across the Great Lakes Region and effectively replace the old fundraiser, Walk on Water. The Walk on Water event, in which walkers would walk across a pool with their clothes on, had been held at the Region convention. "That concept didn't fly with some of the folks in our Region and they challenged us to come up with something better," he said. "I think we succeeded."



Sertoma President Dennis Lawler seconds that.

He participated in the Walk in the Park event and was very impressed by what he saw. He was equally impressed by what he heard. Before the walk began, he decided to run into the nearby K-Mart which had allowed use of its parking lot as a staging area for the walk. He noticed two men in suits standing outside the door watching activities in the parking lot and stopped to introduce himself. It turns out he was introducing himself to K-Mart's zone and district managers. "I thanked them for allowing us to use their parking lot," said Lawler. Their response? "They thanked Sertoma for what we do and said they want to do more to help next year."

Dlugopolski would like to see Clubs

in each District adopt a Walk in the Park event with a goal of generating \$20,000 per District. "If we could raise \$20,000 per District in the Great Lakes Region alone, that would add up to \$100,000. If each Sertoma Region did the same, we'd be looking at a lot of money raised and an awful lot of good that could be done with that money

through the Sertoma grant and scholarship programs." Equally important to fundraising, the Walk in the Park event supports awareness of Sertoma and its hearing health mission. Says Dlugopolski, "We got our toes wet this first year. Next year, we'll make a splash, followed by a ripple across the country and make Sertoma a household word."

Work has already begun

on the second Walk in the Park in the Illinois/Wisconsin District. The date is May 21 and Dlugopolski would like to see Clubs in Districts across the country stepping out on that day to walk for Sertoma. He has already heard from Sertomans interested in hosting a Walk in the Park in their Districts and the Sertoma staff is helping to put together a fact sheet for interested Clubs. For more information, contact Holly Walls at Sertoma headquarters (816-333-8300) or Eddie "D" at 708-218-0800.



SERTOMAN

Calling All Sertomans!

The Fall 2010 Digital Issue of Sertoman is coming!

Here's your chance to share videos and photos of your club's events and accomplishments with your fellow Sertoma members.

Send your club news, videos and photos for the upcoming Fall Digital issue to Sertoman Editor Carole Damon (cdamon@kc.rr.com). Be sure to include contact information and your club's website address so readers can "click through" to learn more about you.

Submission deadline is October 29.

SERTOMA SAFE EARS!

... to hear the future.



ORDER FORM

Fax to: (816) 333-4320

or mail to:

**Sertoma Headquarters
1912 E. Meyer Blvd.
Kansas City, MO 64132**



Club Packet

Includes:

Club Banner, 5' x 2'

(If you would like your club's name printed on the banner, there is a \$9 charge.)

2 Table Top Displays

Manual with Media Kit* and Resources

*Media Kit includes radio PSA.

TV PSA available upon request. No PSA: ____ DVD: ____ VHS: ____ Beta: ____

Price: \$75

Quantity ____ x \$75 = ____

Name Printed: \$9

Quantity ____ x \$9 = ____

Please print name as it is to appear: _____

Club Name: _____ Club #: _____

Name of person placing order: _____ Daytime Phone: _____

Shipping Address: _____ City: _____ State: _____ Zip: _____

Note: For a club to participate in the project for the first time, the above Club Packet must be purchased; i.e., you must purchase the Club Packet prior to ordering Individual Giveaway Kits.

Individual Giveaway Kits

For the first 150 clubs that order the Club Packet for the first time, 150 of the giveaway kits will be included.

Giveaway Kits Include:

To-Do List Note Pad

"How Loud is Too Loud" Bookmark

Set of Earplugs

Bag to hold all handouts

Quantity ____ x \$.50 = ____

Or, each piece can be ordered individually:

To-Do List Note Pad

Quantity ____ x \$.35 = ____

"How Loud is Too Loud" Bookmark

Package of 10 for \$.25

Quantity ____ x \$.25 = ____

Set of disposable Earplugs

Package of 10 for \$.50

Quantity ____ x \$.50 = ____

Set of reusable Earplugs w/cord

Package of 10 for \$2.10

Quantity ____ x \$2.10 = ____

Bag to hold promotional items

Package of 10 for \$1.00

Quantity ____ x \$1.00 = ____

Shipping will be charged at cost from Headquarters. (Clubs will be billed. The To Do list does increase postage. Questions please call Headquarters.)

TOTAL OF ORDER _____



"How Loud is Too Loud" Bookmark



To-Do List Note Pad

As a service project, your club sponsorships funds may be used to purchase these materials in order to provide this service to your community. If you would like more information, please call Holly Walls at (877) 737-8662 or (800) 593-5646, or email hwalls@sertomahq.org.

Revised 06/09



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Sertoma 100~

Sounds of the Past

Stories from our Beginnings ~ Inspirations for our Future.

Noble Hiatt: His Time of Service

By Anna Rundell

Before Noble Hiatt became renowned for changing the organization's name from Co-Operative Club International to Sertoma, he was recognized for his efforts and success in starting a new club in Indianapolis. In April 1949, Hiatt started the Co-Operative Club of North Indianapolis, which was chartered on April 16, 1949.

Hiatt opened up a new business in north Indianapolis when he was still a member of the Downtown club. Despite already being a member and former president of Downtown Club, he wanted to reach people in the new business in the north part of the city. He influenced his new business employees to join Co-Operative. The chartering of the new Club came with the help of the Downtown Club, who at first were reluctant because of fear that they would lose members.

Seven new members joined the newly chartered Club within two days of Downtown Club's approval of the project. He was elected charter president of the Co-Operative Club of North Indianapolis, and recruited 22 members in 21 days of the club's charter. With the initial support of the Downtown Club, more members actually joined that Club as well, so the Club's original fears were not realized.

It was also in 1949 that Hiatt heard about Co-Operative Club International's decision to have a name change.

The decision for a new name change had come about after a series of conflicts associated with the name "Co-Operative Club International."

At the time, the old name was not copyrighted, so it had been used by other organizations. Also, the old name often confused people into thinking it was a trade organization, so recruiting new members and explaining the purpose of the organization became a more difficult task. For these reasons, the board decided that a new name would have to be developed, and announced that anyone who sent in a name submission within the deadline would win \$500.

Hiatt knew about the \$500 prize that would be given to the man or organization who submitted the name chosen to replace the club's existing name. He knew there was a deadline for receiving a potential prize. Yet, the deadline passed and still Hiatt had no bright ideas for a name. Ironically, the idea for a name came in the form of a letter.

In March 1950, Hiatt curiously opened a letter sent from an active Club member named Dr. Fernald. The letter was addressed to all Co-Operators, in which Fernald heatedly wrote that changing the name was crucial to the survival of the organization. In his March 10 letter, Fernald stated that "The Co-Operative Club is at a turning

point in its history with the golden opportunity of affecting complete unity, vast growth and extensive SERVICE TO MANKIND." At that instant, Hiatt saw the new name - Sertoma, short for Service (Ser) to (to) Mankind (ma).

Even though the prize deadline had passed and the name submission deadline was in less than two days, it didn't stop Hiatt from taking action. He wired the name suggestion to every Co-Operative Club in the United States and, despite receiving negative feedback from the Downtown Club of Indianapolis, many Clubs from across the nation were excited about his name suggestion. He also wired the International board, followed by a letter.

At the June 1950 annual Co-Operative Club International Convention in Richmond, Virginia, the most popular vote for the name was Sertoma. Out of 60 names, the list had gone down to eight because of names already used by other organizations and names that were unacceptable. 170 delegates voted on the names in four ballots, in each of which "Sertoma" was ahead of all the other names. Although Hiatt didn't receive a cash prize, he was presented with an intricate laminated plaque. His name submission of "Sertoma," which still stands as the official name today, catapulted him to being one of the most well-known Sertomans in the organization's history.

SERTOMA MEMORIALS & HONORARIUMS

MEMORIALS

Omar D. Blair

Mr. Larry W. Weir

Harold Blaylock

Mr. Brian Vick

Carl Brunk, Jr.

Mrs. Carol Brunk

Louie & Margaret Callahan

Mr. Harold Callahan

Frank Collins

Mrs. Joan M. Miranda

Bert Humphries

Ms. Nancy C. Humphries

Jack Grady

Ms. Jerry Grady

Walter Jahraus

Mrs. Shirley Jahraus

Gertrude R. McDowell

Mrs. Eunice McArdle

Judge J. Patrick McArdle

Mrs. Shelia M. Reding

William T. Parker

Mr. Andrew Irwin

Rebecca Rison

Dr. Faye Rison

Ed Roy

Mr. David C. Darby

Earl H. Sadler

Sertoma Club of Nashville

Leo Shelton

Mrs. Diane Neeb

Norman Smith

Mrs. Patricia A. McCool

Mrs. Judi Thomas

Wilber E. Worth, Jr.

Mrs. Carol W. Worth

Bob B. Middlebrook

Mrs. Teresa Brantley

Mrs. Carol Brunk

Ms. Lover Chancler

Mr. Dennis D. Lawler

Mr. Mike D. Maslen

Mr. Willis J. Plute

Cathe Picek

Brainerd Area Sertoma Club

Donald W. Rowan

Mrs. Susan Darby

HONORARIUMS

Marie Joy Everett

Mrs. Leslie Langus

Charles D. Ford, Jr.

Midtown Sertoma Club of

Tucson, Arizona

Suzette Ledet

Mrs. Donna B. Mellington

SERTOMA OBITUARIES

Donald R. Allen

Ozark, MO

Carroll Arnold

Greeley, CO

Ronald M. Ayer

Austin, TX

William Barnett

Manheim, PA

Ted Black

Grand Forks, ND

Thomas S. Bruce

Greenville, SC

William E. Byrd

Virginia Beach, VA

Mabe Downey

Littleton, CO

Joseph J. Fiedler

Grantville, PA

W. L. Gibson

Alamogordo, NM

John C. Gilbert

York, PA

Mark L. Goodnough

Columbia, SC

Dean E. Haskins

Richmond, VA

C. D. Johnson

Columbus, GA

Rolland J. Morey

Carson City, NV

William T. Parker

Charlotte, NC

Tom Peters

Niagara Falls, NY

William F. Underwood

Albany, GA

Donn A. Winslow

Suamico, WI

Don Wolter

Columbus, NE

2010-2011

Presidential Growth Incentives



INDIVIDUAL MEMBERS

Each Sertoman recruiting a new member by June 30, 2011 will receive the "Sertoma FOCUS" growth pin.

CLUBS

Each club with a net gain of 3 or more by June 30, 2011 will receive a "Sertoma FOCUS" banner medallion.

DISTRICTS

Each District Governor with a net gain of 3 or more in each club by June 30, 2011, or each District Governor that has a New Club Development Project that obtains Charter status and has a net gain in District membership by June 30, 2011 will receive a special recognition shirt.



1912 East Meyer Boulevard
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Your submissions are welcome.
Please send to the Sertoman Editor
at the above address.

Periodicals

Do you hear me crying?

Some sounds are too important to miss.

Amidst the healthcare debate, one voice is not being heard. More than 28 million Americans have significant hearing loss, and not enough is being done to improve hearing health in America. Hearing wellness, education and access to hearing devices must be part of the ongoing conversation. Too many Americans suffer needlessly from hearing loss. Some sounds are too important to miss.

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