**Kinsmen Club of Peterborough**

**President’s Bulletin #1 - Wednesday, July 8th, 2015.**

Fellow Kin,

I hope this message finds you all well and enjoying your summer in every way possible. I want to take this time to thank each and every one of you for what you do as a member of the Kinsmen Club of Peterborough, and all of the value that you add to our community as ordinary citizens in your everyday lives. I would be a fool not to recognize the women in our lives for the support that they give us in our endeavour to serve our community’s greatest needs. I would also like to recognize the Kinette Club of Peterborough for the wonderful things they have done as well.

I have decided to start this President’s bulletin in an attempt to ensure that every member is informed, and our communication is open and regular. These bulletins, which I hope to do biweekly, will also serve as a way to update the membership regarding events that have taken place and upcoming events the club is involved with. My goal, as your president, is not to reinvent the wheel or to add extravagant events but to improve on what we already do and enhance our efficiency and presence in the community through open communication, social media, online presence, and community partnerships.

My philosophy is that leadership is not measured by the amount of followers they have. Leadership is measured by the amount of other leaders created and allowed to flourish. In short, leaders don’t create followers; they create other leaders. I hope that my words, but more importantly, my actions can help to inspire some of you to reach higher and farther than ever before and maybe even take on new tasks and step outside your comfort zones. We are all here to support each other and help our community as a whole. I do not intend to single any members out or chastise anyone in anyway in these bulletins. They are simply meant to be informative and thought provoking in an attempt to further our success as a club.

This bulletin, being the first, will be the longest as I want to update you on what has happened since our last meeting. I will post all of these bulletins to our website and send them out as a club email as well.

Website and Social Media:

Mike Fillmore has taken over from Dave Ronson as our webmaster and I will be assisting him with this as well. We also have a page on Facebook, a Twitter account and have started an Instagram account. That may not mean a thing to some members, but trust me it is very important. For example, on Twitter we have over 600 followers. This means that every time we

send out a “tweet” about an event that over 600 people and community agencies can see it. Once they see it they can “retweet” it and the viewership grows exponentially. On Facebook we have amassed over 115 followers in under 2 weeks. These people can all see our events when we post them. Instagram is more for pictures of our events and socials when we can showcase our “club spirit” and fellowship. Our website has also been improved upon with up to date information, roster, bingo schedule and widgets that connect all of our social media to our website. This endeavour will be our single greatest asset in keeping the community informed about what we do and will be crucial in attracting new and young members to the club. Please visit the website and check us out on Facebook especially. Any member that has their own Facebook account can also get their friends to like the Kinsmen page and it only serves to bolster our presence and inform Peterborough as to what we do. Same applies to Twitter and Instagram. If you have personal accounts please take the time to check out the kinsmen pages on those platforms. When people search for things going on around town the first thing they do is head online to find it. The days of flyers and posters are dead. The advantage social media provides over traditional advertising is that it is free. Mike and I need your help to spread the word so please do what you can to refer people to those pages. If you organize an event please get the event info/poster/form to myself or Mike Fillmore so we can get it up on the site and social media as soon as possible.

Event Planning and Marketing:

My experience with this club over the past 2 years tells me that we have a lot of great events that do well. The only critique I have is that we can make them even better by simply starting the planning and marketing of these events much sooner. There are so many organizations and events competing for the community’s time and money that we need to get a head start. We are nowhere close to the only show in town. We need to start planning events earlier and giving the public and whatever community partners we choose ample time to hear about our events and plan to attend them. For example, I have been working on the Santa Claus parade for a couple of months already. Not to say all events need this much advance planning but it is said that if you fail to plan then you can plan on failing. With more lead time I feel we could easily fill events like our dart tournament and golf tournament.

Guinness Head Shaver:

On May 16th, 2015 several club members formed team Kinsmen and sacrificed their manes for a good cause. We even set a world record in the process. As one member mentioned it is the only world record we are cut out for. The 18 member team raised approximately $4000 for Pedal for Hope in support of pediatric cancer research. Special mention to Dean Doherty for raising over $1000 on his own. Team Kinsmen showed up in their red shirts and got great publicity in local papers and online. Our presence was known and acknowledged. Thank you to all that were involved.

Fireworks:

Fireworks sales for the Victoria Day and Canada Day holidays have come and gone and were once again a success. I do not have final numbers but thank you to Barry Craft for taking the lead once again. Weather and timing put a damper on sales but LAWS will still benefit greatly. We are always looking for ways to improve on all events so please feel free to let Barry know if you have any ideas for next year.

Golf Tournament:

The 4th annual Kinsmen Charity Golf Tournament is taking place on Thursday July 16th at Baxter Creek Golf Club. This year is in support of 5 Counties Children Centre. The more the merrier. Please support our own events as much as possible through participation, sponsorship or just plain helping to spread the word. Thank you again to Sean Auger for organizing this event.

Storage Wars and Rib Cook-off:

We are involved with a storage wars rib cook-off event in partnership with Habitat for Humanity on August 8th 2015 at 550 Braidwood Ave. This is the Restore location (soccer fields at Monaghan Rd). There will be a rib cook off along with a beer tent and music by Jason McCoy of the Road hammers. A good time will be had by all and thank you to Dean Doherty for chairing this event.

In conclusion, we can achieve great things together as a team. I feel we are a group of good men trying to be great men and taking our community along for the ride. Let’s keep up all the good work we do and have as much fun as possible while we do it. Be loud and proud of your club when you discuss it with those who aren’t members or don’t know what we do. Do not be a shrinking violet. Allowing your light to shine gives others permission to let their light shine as well. Most of all remember that the only thing required for evil to prosper is that good men do nothing. Thank you.

Justin Ledoux

President – Kinsmen Club of Peterborough