

**January 26  
2006**

**Meeting & Events  
Schedule**

Thursday, February 2  
Noon  
**Lunch Meeting**  
Location: Rusty Gull

Tuesday, February 14  
**Valentines Social**  
6:30 Cocktails  
7:00 Dinner



# The Builder

**Kiwanis Club of Owen Sound** "Serving the Children of the World"

### **At the Meeting ...**

#### **Song**

Group Song Competition  
Inspired by the upcoming  
Kiwanis Music Festival!  
Group 1: Daisy Dell  
Group 2: Old Smokey  
Group 3: Bonnie Lies Over  
the Ocean  
Group 4: Original Song –  
Led by Julia Levine.  
Results: No Clear Winners

#### **Guests**

Bernice Ackermann  
Julia Levine  
Elizabeth Harris  
Pat Luckhardt  
Cathy Drury

#### **50/50 Draw**

K. Linda Droine

#### **Mystery Greeter**

Was a mystery again this  
week!

#### **Induction Anniversaries**

K. Cheryl Brine, Jan. 20,  
2005  
PLG Al Kelly, Jan. 22, 1987  
PE Linda Van Aalst, Jan. 16  
K. Joe Vaughn, Jan. 1, 1967

#### **Announcements**

- Feb 2 we will present a \$30,000 cheque to the soccer complex which will complete our \$150,000 commitment. They will also be our guest speaker and give the club an up date on how our money was invested into the Kiwanis Soccer Field.
- President Elect Linda has

#### **Fine Session**

- PLG Gary Levine \$5 for a trip to Nassau
- PP Peter Little \$10 for a trip to Venezuela and an Over Achievers Seminar in Toronto
- PP Don Sweatman for Skiing at Osler
- PP Andy Drury, PP John McLachlan fined P Kevin Dandeno \$2 for an excellent job as President
- PP Andy Drury \$2 for shopping at IKEA and purchasing Ballet clothes (not at IKEA though)
- Everyone present paid \$.25 because K. Walter Dommer showed up at noon for our meeting (but came back that evening.....)

#### **Guest Speaker**

#### **PP John McLaughlin Kiwanis TV Auction Update**

PP John McLachlan gave a presentation on the past, present and future of the Kiwanis TV Auction. It began as a strictly Radio Auction through CFOS, then moved to both TV and Radio format. In more recent years, it has been entirely a TV Auction through our local cable station, Rogers Cable TV.

Today, with growing costs and declining audience, the Kiwanis TV Auction has gradually made less and less money each year. Also, donations of goods to meet our criteria (\$50 value or greater) are getting more difficult to obtain. For these reasons, the Kiwanis TV Auction Committee has undertaken the task of revitalizing our Auction in the hopes of having it once again

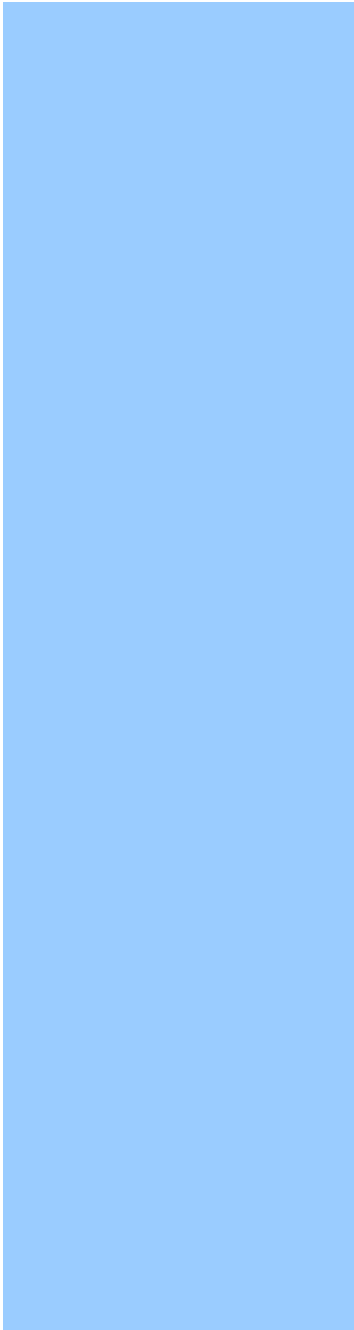
The format of the Orillia Kiwanis Auction is a one day, live event, and lasting 3-4 hours. It has 3 major purchase groups; small ticket items, medium value and high value items. These are sold through a combination of bucket draws (using tickets), silent auction (written bids) and live auction (auctioneer) for larger ticket items.

The Orillia Kiwanians use several different approaches to collect donations of all sizes; some items are purchased at cost then auctioned for retail or more, some are donated freely, some are pre-planned purchases by Kiwanians, their friends and family obtained through donation specifically for the auction.

The Orillia Kiwanis Auction is heavily advertised through newspaper inserts and ads in the weeks preceding then make heavy use of lawn and street signs on the actual day of the event.

PP John explained that this year our timing was too short to dramatically change the way our Owen Sound Auction is done, however we will be able to implement some of the marketing and advertising ideas right away. The future plan for our auction is to implement a new format modeled on the Orillia Kiwanis Auction.

A group of Owen Sound



arranged a Valentines Dinner at the Falls Inn. The date is Feb 14<sup>th</sup> and the cost is \$45.00 per couple

become a prominent community event.

The Auction Committee attended an interclub meeting in Collingwood with three clubs (Owen Sound, Collingwood and Orillia) to hear a presentation on the very successful Orillia Kiwanis Auction held each year in early November. This Auction NETS (not gross) approximately \$40,000 per year.

Kiwanians have volunteered to assist in the November Orillia Kiwanis Auction to gain hands on experience with this new format.

The Owen Sound Kiwanis TV Auction Committee has set a goal to re-establish our auction back to the high profile, high revenue fundraiser that it was historically, with an eye to exceeding our past using an exciting new format for the auction's future.

