

TO: All Advisors accompanying Key Clubbers to Convention

FROM: Kevin E. Thomas, Kiwanis District Executive Director

RE: Directions and Reminders

DATE: February 25, 2010

The Key Club Convention is only a little more than one week away!!!!!!!!!!!!!!!!!!!!

Enclosed you will find directions to the Hershey Lodge and Convention Center. The Lodge's address is: West Chocolate Avenue & University Drive; Hershey, PA 17033; phone: 717-533-3311. If you need clarification on the directions, it may be best to contact the Hershey Lodge and Convention Center or check an Internet service such as Mapquest or RandMcNally.

Please note the following.

1. When you arrive, please do not allow your students off the bus or van until you as advisor (or your assigned representative) *have received your club's convention registration packet and hotel room keys*. Convention Registration will be at the Registration Desk of the Great American Hall Lobby and Hotel room check in will be at the Hotel front desk in the main lobby. Please note the official room check in time is 4:00 p.m. The hotel will make every effort to have as many rooms as possible available before that time but if you arrive before 4:00 p.m. it is possible you will have to wait to check. The hotel will be using the arrival time you provided as a guide. If you did not list a time, you have been assigned a 4:00PM arrival time. We will have a room/area set aside for luggage storage if needed.
2. All phones as well as pay per view TV will be shut off in every room. The only way they can be turned on is for you, as advisor, to go to the front desk and provide a credit card for the rooms where you want these services turned on.
3. After you check in and receive registration, please be sure to distribute all material, badges and memos.
4. I suggest you review the convention packet and material sent to your club in November. We are enclosing the Code of Conduct, which we would ask you to review with all students. Please review the advisors check list and the Adult Code of Ethics that are, also, enclosed.

(OVER)----->

5. The Convention Program is enclosed. A program book will be distributed to each attendee. **Please be certain to use the program book given to you at the convention as there may still be a few changes over what you have here.**
6. Please review the dress code. All convention participants are expected to adhere to the required dress for each session and activity.
7. Concerns are always expressed to us about canceling the convention in the event of adverse weather conditions. It is extremely unlikely we will cancel the convention for adverse weather unless the weather should be of proportions where Governor Rendell would order highways closed.
8. **In relation to the Authorization to Attend Event and Emergency Medical Treatment Forms that have been sent to your club, PLEASE BE SURE TO BRING ONE COMPLETED FORM FOR EVERY STUDENT WHO IS ATTENDING. The form should be notarized. However if notarization proves to be impossible, we will accept the form never-the-less although the form is not nearly as effective without Notarization.**
9. All meals will be buffet style.

Should you have any questions, please call 717-540-9300. We will see you at the convention.

## SCHEDULE OF EVENTS

Friday, March 5, 2010

- 9 - 10 am  
2009-10 Key Club District Board Breakfast  
Lebbie Leblöcher
- 10 - 11:30 am  
2009-10 Key Club District Board Meeting  
Cocoa Suite 1
- 1 - 5:30 pm  
Key Club Registration Desk Open  
Exhibit Registration Desk, Great American Hall Lobby
- 2 - 5:30 pm  
Key Club Contest Registration Open  
Cocoa Suite 6
- 2 - 8 pm  
Kiwanis Registration Desk Open  
Registration Desk, Great American Hall Lobby
- Convention and Conference Office Open  
Exhibit Hall Office, Great American Hall Lobby
- Key Club and Kiwanis Store Open  
Chocolate Lobby
- 3 pm  
Hotel Check-In Available  
Hershey Lodge Front Desk
- 3 - 4 pm  
Reception for 2010-11 Key Club Lt. Governors  
Wild Rose A, Confection Hall
- 4:30 - 5:00 pm  
2010-11 Key Club District and International Office  
Candidates Meeting  
Tower Suite 3
- 4:30 - 5:15 pm  
Key Club Advisor/Adult Orientation  
Cocoa Terrace
- 5:30 - 7 pm  
Buffet Dinner  
Chocolate Ballroom
- For Key Clubbers and Advisors/Chaperones, this meal is included in all meal plans.
  - For Kiwanians staying at the Hershey Lodge, and selecting a meal plan, this meal is included.

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## SCHEDULE OF EVENTS

6:30 - 8:30 pm



**Opening General Session**  
White Room, Great American Hall

Introductions of Pennsylvania District Boards  
Andrew Fishell  
Immediate Past Pennsylvania Key Club District Governor

Call to Order  
Julia DeFabo  
Pennsylvania Key Club District Governor  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

Pledge of Allegiance  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

National Anthem

Inspiration

Key Club Pledge  
Imelme Umama  
Pennsylvania Key Club Lt. Governor of Division 3

*"I pledge on my honor to uphold the objects of Key Club International; to build my home, school, and community; to sever my nation and God and combat all forces which tend to undermine these institutions."*

Kiwanis Defining Statement  
Ethan McBeth  
Pennsylvania Kiwanis District Governor-Elect

*"Kiwanis is a global organization dedicated to changing the world, one child, and one community at a time."*

Pennsylvania Key Club  
District Administrator's Welcome  
Robert Bagans  
Pennsylvania Key Club District  
Administrator



Bob has served for 24 years as Pennsylvania District Key Club Administrator. He is an active member of the Sewickley Kiwanis Club serving as Club President. In addition, Bob also volunteers as a fire fighter.

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## SCHEDULE OF EVENTS

Nominations for Key Club International and District Officers  
Julia DeFabo  
Pennsylvania Key Club District Governor

- International Office
- District Editor
- District Secretary/Treasurer
- District Governor

Pennsylvania Circle K  
Governor's Welcome  
Brett Cutright  
Pennsylvania Circle K  
District Governor



Brett is an accounting student at Shippensburg University. He began his Kiwanis Family Journey in 2001 when he joined the Danville Key Club. He continues to be actively involved in Pennsylvania Circle K having served various club and district positions. Some of his favorite memories in Circle K have been traveling for various events including the International Conventions. When he is not engaged in Circle K responsibilities or schoolwork, you can find Brett in front of the television watching his favorite shows, volunteering with the Shippensburg Asian American Organization, or skiing.

Key Club International  
Trustee's Welcome  
William Robertson  
Key Club International Trustee



Will is a junior in the International Baccalaureate program at Myers Park High School in Charlotte, North Carolina. He is the oldest of three brothers and enjoys spending time with his family. In addition to Key Club, his activities include tennis, debate team, civic interest groups, and reading. He hopes that everyone has enjoys this weekend and looks forward to a great appearance from the Pennsylvania District at International Convention in Memphis.

PA Key Club 2010-11 Youth Serving Youth (YSY) Presentation  
Lacy Smilesko  
Pennsylvania Key Club Lt. Governor of Division 15N

Kiwanis One Day Presentation



<http://www.kiwanis.org/ServiceProjects/KiwanisOneDay>

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## SCHEDULE OF EVENTS

Key Leader Presentation



PA Key Club Contest Information  
Helen Snow  
Pennsylvania Key Club Lt. Governor of Division 8/10

Code of Conduct and Sgt. at Arms Presentation  
Adam Yaros  
Pennsylvania Key Club Lt. Governor of Division 155  
Patricia Black  
Pennsylvania District Key Club Kiwanis Committee

Introduction of Keynote Speaker  
Helen Snow  
Pennsylvania Key Club Lt. Governor of Division 8/10

Keynote Address  
Scott Greenberg



Nationally renowned motivational speaker Scott Greenberg has educated, entertained and inspired hundreds of thousands of people with his unique blend of keynote presentations, workshops and leadership programs. He has worked with Nike, the Jet Propulsion Laboratory and the United Nations Environmental Program, as well as with schools and educational associations all over America. He has been spotlighted on national television and radio, written three books on student leadership and is a contributing author to Chicken Soup for the College Soul.

Announcements  
Sourab Narayana  
Pennsylvania Key Club Lt. Governor of Division 185

Adjournment  
Julia DeFabo  
Pennsylvania Key Club District Governor  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

8:45 - 9:45 pm



Kiwanis Forums  
Please refer to pages 37 for forum descriptions and rooms.

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## SCHEDULE OF EVENTS

8:45 – 10:30 pm



### Key Club Leadership Group Breakouts – Part I

- Group 1 – Empire A
- Group 2 – Empire B
- Group 3 – Empire C
- Group 4 – Empire D
- Group 5 – Wild Rose A

8:45 – 10:45 pm



Kiwanis Past Governor's Meeting  
Tower Suite 1

10 – 12:00 am



Kiwanis Hospitality Room (Non-Alcoholic)  
BI-Level Suite, Room #1466

10:30 – 12:00 am



### Meet and Greet

Red Room, Great American Hall

Get ready for a night of fun activities and the chance to meet fellow Key Club and Kiwanis members! Kiwanians are welcome to participate in events and activities at the Meet and Greet.

12:30 am

Key Club Curfew

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## SCHEDULE OF EVENTS

Saturday, March 6, 2010

7 – 9:00 am



Buffet Breakfast  
Chocolate Ballroom

- For Key Clubbers and Advisors/Chaperones, selecting the five meal plan, this meal is included.
- For Kiwanians staying at the Hershey Lodge, and selecting the five meal plan, this meal is included.

7:15 – 8:00 am



2009-10 Key Club District Board Meeting  
Magnolia D, Confection Hall

8 – 12:00 pm

Kiwanis Registration Desk Open  
Registration Desk, Great American Hall Lobby

8 – 5 pm

Convention and Conference Office Open  
Exhibit Hall Office, Great American Lobby

Key Club and Kiwanis Store Open  
Chocolate Lobby

8 – 9:30 am



### Key Club Zone Caucuses

Please refer to pages 46-55 for zone caucus information and candidate biographies.

- Zone 1 and 2 - Wild Rose B (Divisions 1, 2, 3, 4/5, 6, and 8/10)
- Zone 3 - Empire B (Divisions 13N, 13S, 16N, and 16S)
- Zone 4 - Empire C (Divisions 11, 12N, and 12S)
- Zone 5 and 6 - Wild Rose A (Divisions 15N, 15S, 17/18N, 18S, and 19N)
- Zone 7 - Empire A (Divisions 19C, 21, and 22)

8:30 – 11:30 am

Kiwanis Forums  
• Please refer to pages 37-39 for forum descriptions and rooms.

Pennsylvania Kiwanis Foundation Board Meeting  
Magnolia C, Confection Hall

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## SCHEDULE OF EVENTS

8:30 am



Key Club Contest Judging Begins  
• Judges Meeting and Oratorical Contest  
Tower Suite 2  
• Distinguished Club and Video Contest  
Tower Suite 1  
• Single Service and Major Emphasis  
Tower Suite 3  
• Traditional and Non-Traditional Scrapbook  
Cocoa Suite 6

8:30 – 10:30 am



2009-10 Kiwanis Lt. Governor's Meeting with  
Governor Ethan McBeth  
Cocoa Terrace

9:30 – 10:00 am



Key Club - Home Club Discussion on Candidates  
Caucus Rooms

Note: Clubs will stay in the caucus room and discuss candidates for election with their home club.

10:15 – 11:30 am



### Key Club Leadership Group Breakouts – Part II

- Group 1 – Empire A
- Group 2 – Empire B
- Group 3 – Empire C
- Group 4 – Empire D
- Group 5 – Wild Rose A

11:30 – 1:15 pm



Buffet Lunch  
Chocolate Ballroom

- For Key Clubbers and Advisors/Chaperones, this meal is included in all meal plans.
- For Kiwanians staying at the Hershey Lodge, and selecting a meal plan, this meal is included.

12 – 1:30 pm

### Service Fair

Red Room, Great American Hall

Attend the service fair to learn about various activities and organizations your club can participate. Kiwanians and Key Clubbers are both welcome!

1:30 – 4:25 pm



Kiwanis Forums

- Please refer to pages 39-40 for forum descriptions and rooms.

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## SCHEDULE OF EVENTS

1 – 2:00 pm



Key Club Leadership Modules – Round 1

- Please refer to page 34 for leadership module descriptions and rooms.

Club Officer Training

White Room, Great American Hall

2:15 – 3:15 pm



Key Club Leadership Modules – Round 2

- Please refer to page 35 for leadership module descriptions and rooms.

Club Officer Training (continued)

White Room, Great American Hall

3:30 – 5:00 pm



Key Club House of Delegates  
Blue Room, Great American Hall

3:30 – 5:00 pm



Key Club Leadership Modules – Round 3

- Please refer to page 36 for leadership module descriptions and rooms.

4 – 5:30 pm



2010-11 Kiwanis Lt. Governor Meeting  
Tower Suite 2

Past Kiwanis Lt. Governor Meeting  
Cocoa Suite 1

5:15 pm – 6:00 pm



Catholic Mass  
Crystal A, Confection Hall

5:30 – 7:00 pm



Buffet Dinner  
Chocolate Ballroom

- For Key Clubbers and Advisors/Chaperones, this meal is included in all meal plans.
- For Kiwanians staying at the Hershey Lodge, and selecting a meal plan, this meal is included.

Note: Key Clubbers and Advisors will attend the Key Club Awards Night General Session in the White Room of the Great American Hall while Kiwanians will attend the Kiwanis Informational and Motivational Session in the Blue Room of the Great American Hall.

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## SCHEDULE OF EVENTS

7-9:15 pm



### Key Club Awards Night General Session White Room, Great American Hall

**Call to Order**  
Julia DeFabo  
Pennsylvania Key Club District Governor

**Scholarship Presentation**  
Pennsylvania Kiwanis Foundation

**Banner Patch Recognition**  
UNICEF Banner Patch  
Will Robertson  
Key Club International Trustee

**Dome Awards**  
Divya Paramesh  
Pennsylvania Key Club Lt. Governor of Division 19C

**Builders Club Co-Sponsorship Banner Patch Presentation**  
Amanda Rice  
Pennsylvania Key Club Lt. Governor of Division 4J

Jason Thomas  
Pennsylvania Kiwanis Builders Club Administrator

#### Distigulshed Officer Awards

**Club Editors**  
Katie Miller  
Pennsylvania Key Club District Editor

In order for a Club Bulletin Editor to be recognized as distinguished, the individual must:

- Be officially trained.
- Submit four (4) Bi-Monthly Reports that are postmarked to the District Secretary/Treasurer and his or her Lieutenant Governor on or before the fifth (5<sup>th</sup>) of each month.

#### Club Treasurers

Ashley Cozza  
Pennsylvania Key Club District Secretary

In order for a Club Treasurer to be recognized as distinguished, the individual must:

- Be officially trained.
- Have their club's dues processed by Key Club International on or before November 1<sup>st</sup>.

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## SCHEDULE OF EVENTS

#### Club Secretaries

Ashley Cozza  
Pennsylvania Key Club District Secretary

In order for a Club Secretary to be recognized as distinguished, the individual must:

- Be officially trained.
- Submit a Club Officer Election report form that is postmarked to the District Administrator on or before September 30<sup>th</sup>.
- Submit four (4) Bi-Monthly Reports that are postmarked to the District Secretary/Treasurer and respective Lieutenant Governor on or before the fifth (5<sup>th</sup>) of each month.

#### Club Vice-Presidents

Ellen Galperin  
Pennsylvania Key Club District Webmaster

In order for a Club Vice President to be recognized as distinguished, the individual must:

- Be officially trained.
- Submit four (4) Bi-Monthly Reports that are postmarked to the District Secretary/Treasurer and respective Lieutenant Governor on or before the fifth (5<sup>th</sup>) of the month.

#### Club Presidents

Julia DeFabo  
Pennsylvania Key Club District Governor

In order for a Club President to be recognized as distinguished, and be recognized for the Thomas Muchler Distinguished President's Award, the individual must:

- Be officially trained.
- Conduct one (1) event for the District Youth Serving Youth Project.
- All other officers must be distinguished.

#### Bob Bagans Unsung Hero Award Recipients

Brenna Lash  
Pennsylvania Key Club Lt. Governor of Division 17/18N

Robert Bagans  
Pennsylvania Key Club District Administrator

#### Service Awards

**Highest Club Total**  
Dan Zhang  
Pennsylvania Key Club Lt. Governor of Division 22

**Highest Club Average**  
Lacy Smlesko  
Pennsylvania Key Club Lt. Governor of Division 6

**Highest Individual**  
Dan Zhang  
Pennsylvania Key Club Lt. Governor of Division 22

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## SCHEDULE OF EVENTS

**Major Emphasis Program**  
Kayla Wilson  
Pennsylvania Key Club Lt. Governor of Division 3

**Single Service Award**  
Imelme Umama  
Pennsylvania Key Club Lt. Governor of Division 13N

**Distigulshed Club Award**  
Ashley Cozza  
Pennsylvania Key Club District Secretary/Treasurer

**Youth Serving Youth Project Awards**  
**Highest Club Total Service Hours**  
Theresa Noll  
Pennsylvania Key Club Lt. Governor of Division 12S

**Highest Club Average Service Hours Per Member**  
Andrea Crater  
Pennsylvania Key Club Lt. Governor of Division 16S

**Highest Club Total Raised**  
Theresa Noll  
Pennsylvania Key Club Lt. Governor of Division 12S

**Highest Club Average Raised Per Member**  
Andrea Crater  
Pennsylvania Key Club Lt. Governor of Division 16S

**William S. Brandamore Kiwanis Family Award**  
Patrick Rodgers  
Pennsylvania Key Club Lt. Governor of Division 12N  
Bill Brandamore  
Pennsylvania Kiwanis Kwanlan

**Contest Awards**  
**Club Poster**  
Joel Kutz  
Pennsylvania Key Club Lt. Governor of Division 19N

**Year In Review Contest**  
**Traditional Scrapbook**  
Katie Auwaerter  
Pennsylvania Key Club Lt. Governor of Division 16N

**Year In Review Contest**  
**Non-Traditional Scrapbook**  
Joel Kutz  
Pennsylvania Key Club Lt. Governor of Division 19N

**Oratorical**  
Scott Strait  
Pennsylvania Key Club Lt. Governor of Division 11

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## SCHEDULE OF EVENTS

**Club Video**  
Ellen Galperin  
Pennsylvania Key Club District Webmaster

**Advisor's Recognition**  
Morgan Harding  
Pennsylvania Key Club Lt. Governor of Division 15N

**John G. Miller Advisor Longevity Awards**  
Katie Miller  
Pennsylvania Key Club District Editor

**Sandy Nininger Award**  
Andrea Crater  
Pennsylvania Key Club Lt. Governor of Division 16S

**District Key of Honor**  
Sourab Narayana  
Pennsylvania Key Club Lt. Governor of Division 18S

**Announcements**  
Patrick Rodgers  
Pennsylvania Key Club Lt. Governor of Division 12N

**Adjournment**  
Julia DeFabo  
Pennsylvania Key Club District Governor

7:15 - 9:15 pm



### Kiwanis Informational and Motivational Session Crystal A, Confection Hall

**Call to Order**  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

**Canadian National Anthem**  
United States National Anthem

**Invocation**  
Rev. Albert Gessler  
Pennsylvania Kiwanis Human and Spiritual Aims Chair

**Governor's Greetings and Remarks**  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

**2010 International Convention Presentation -  
Las Vegas, Nevada**  
Carl and Opal Schlappi  
Pennsylvania Kiwanis On-to-Las Vegas Chair

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## SCHEDULE OF EVENTS

2010 District Convention Presentation –  
Lancaster, Pennsylvania  
Rich Lopretto and Dick Eby  
Pennsylvania Kiwanis District Convention Committee

Key Leader Presentation  
Matt Austin  
Pennsylvania Kiwanis Key Leader Chair  
Rick Sanker  
Pennsylvania Kiwanis Key Leader Chair


Circle K Remarks  
Brett Cutright  
Pennsylvania Circle K District Governor

Kiwanis International Trustee's Remarks  
Dr. John Button  
Kiwanis International Trustee

Keynote Presentation  
Dr. Wil Blechman  
Past Kiwanis International President

Announcements and Closing Thoughts  
Kevin Thomas  
Pennsylvania Kiwanis District Executive Director

9:30 – 12 am  
 Kiwanis Hospitality Room (Non-Alcoholic)  
Bi-Level Suite, Room #1466


9:45 – 12 am  
 Key Club Dance  
Red Room, Great American Hall

12:30 am  
Key Club Curfew

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## SCHEDULE OF EVENTS


Sunday, March 7, 2010

7:15 – 8:45 am  
 Buffet Breakfast  
Magnolia Room, Confection Hall  
• For Key Clubbers and Advisors/Chaperones, selecting the five meal plan, this meal is included.  
• For Kiwanians staying at the Hershey Lodge, and selecting the five meal plan, this meal is included

7:30 – 8:30 am  
 2009-10 Key Club District Board Meeting  
Cocoa Terrace

8:30 – 9:30 am  
 2009-10 and 2010-11 Key Club District Board Family Reception  
Cocoa Suite 1

8:30 – 9:30 am  
 Key Club Leadership Group Breakouts –  
Part III  
• Group 1 – Empire A  
• Group 2 – Empire B  
• Group 3 – Empire C  
• Group 4 – Empire D  
• Group 5 – Wild Rose A

9 – 10:30 am  
 Kiwanis Closing General Session  
Crystal A, Confection Hall

Call to Order  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

Invocation  
Jay Rogal  
Past Pennsylvania District Lt. Governor


Remarks  
Dr. Wil Blechman  
Kiwanis International Past President

Keynote Address – “To Give Primacy to the Human and  
Spiritual rather than to the Material Values of Life”  
Rev. Albert Gesler  
Pennsylvania Kiwanis Human and Spiritual Alms Chair

Announcements and Closing Thoughts  
Ethan McBeth  
Pennsylvania Kiwanis District Governor

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## SCHEDULE OF EVENTS

9:45 – 11:30 am  
 Key Club Closing General Session  
Nigerian/Trinidad Rooms, Chocolate Ballroom  
Note: Key Clubbers may wear their district convention t-shirts  
with their business professional attire.

Call to Order  
Julia DeFabo  
Pennsylvania Key Club District Governor

Inspiration  
Brenna Lash  
Pennsylvania Kiwanis Lt. Governor of Division 17/18N

Introduction of Kiwanis Committee  
Robert Bagans  
Pennsylvania Key Club District Administrator

Introduction of Key Club Governor  
Robert Bagans  
Pennsylvania Key Club District Administrator

Outstanding Key Club Board Member Presentation  
Julia DeFabo  
Pennsylvania Key Club District Governor

Key Club Governor's Farewell Address  
Julia DeFabo  
Pennsylvania Key Club District Governor

2009-10 Key Club District Board Retirement  
William Robertson  
Key Club International Trustee

2010-11 Key Club District Board Installation  
William Robertson  
Key Club International Trustee

Remarks from 2010-11 Key Club District Governor

On to International Convention  
William Robertson  
Key Club International Trustee

Year In Review Slideshow Presentation

Passing of the Key Club Governor's Banner  
Braden Licastro  
Greater Latrobe Club President

Passing of the Governor's Gavel

Adjournment  
2010-11 Pennsylvania Key Club District Governor

11:30 am  
Key Club 2010-11 District Board Meeting (Brief)  
Wild Rose AB

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## KEY CLUB LEADERSHIP MODULES

>> Saturday, March 6, 2010 <<

1 – 2:00 PM:  
Representation and Leadership  
Presented by: Melissa Frey, Executive Director - Capital Region Office  
Office of Senator Arlen Specter  
Wild Rose AB

Leaders represent others. This module will focus on how leaders represent a group, the importance of the integrity of a leader, and the responsibility of a leader to those who count on the decisions being made. Also, how can a student influence our government? The students of today are the leaders we will count on in the future. Stand up, speak out, and let your voice be heard today to shape the world of tomorrow! This module will explore these topics, and educate you on how members of your generation can be heard and make a difference in shaping our nation.

Philanthropy and Leadership  
Presented by: Amy Leonard, Development Coordinator  
Ronald McDonald House Charities of Central Pennsylvania  
Empire AB

Leaders must motivate a team to accomplish a goal. We all work with agencies and not-for-profit companies in our own community to try to make our neighborhoods better. What does it take behind the scenes to keep funding available to run these programs, motivate paid/unpaid staff, and continue providing services to those who depend on the support? In a world where there is always a child or family in need, how do these programs keep their doors open and serve more and more each year? This module will give you the tools to understand what it takes to offer these services and how you and your club can best support the efforts in your own community.

Technology and Leadership  
Presented by: William Gordon, Senior Consultant  
Deloitte Consulting  
Magnolia CD

Leaders must use the most up-to-date technologies correctly to make well informed decisions. Leaders and emerging leaders have access to technology in every aspect of their lives; personally, professionally, and socially. Strong leaders recognize opportunities for existing and emerging technology to innovate their business and add efficiency to day-to-day tasks. This module will explore how existing leaders utilize technology, some common mistakes and misconceptions about technology, as well as technology etiquette.

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## KEY CLUB LEADERSHIP MODULES

>> Saturday, March 6, 2010 <<  
(continued)

2:15 – 3:15 PM:

**Tolerance/Diversity and Leadership**  
Presented by: Amanda Badali, Educator  
Imagine Charter School, Arizona  
Empire CD

Leaders must be able to look past differences and unify the group to succeed in a common goal. FACT: Brown eyed people are better than blue eyed people. This module focuses on diversity, tolerance and change. A Native American quote states, "... grant that I may never find fault with my neighbor until I have walked the trail of life in his moccasins." You will be challenged to walk in moccasins of others and will first-hand get to see how quickly hate and discrimination can spread.

**Responsibility and Leadership**  
Presented by: Alicia Richards, Anchor  
ABC7 News  
Empire AB

Leaders have a responsibility to those who follow them. We all count on others every day. We do not always have the tools or experience to complete a task, but we rely upon those with those trainings to educate us and provide us the information we need to make decisions. There are two sides to every story – but how do you tell a story while maintaining a neutral stance? This module will explore the importance of the media to provide true and fair broadcasting in order to educate the public and allow each person to develop their own beliefs and opinions.

**Ethics and Leadership**  
Presented by:  
David Skerpon, VP Corporate Communications - Capital Blue Cross  
Lynne DeFabo, Owner - Cardio Bootcamp  
Tara Belding, Senior Manager - Aries Manufacturing Inc  
Magnolia CD

Leaders must have strong moral character and integrity to make decisions which will affect the lives of others. The leader must make hard decisions every day. Many lives are affected by the decisions of the leader. How do leaders make those decisions and what guides them to make the best decisions possible? What are the affects of those decisions? How do leaders make decisions which ultimately affect an employee's ability to provide for their family? This module looks at the professional world and explores how a decision made from the top of the organization can directly affect their employees or the community – both positively or negatively.

**Representation and Leadership**  
Presented by: Melissa Frey, Executive Director - Capital Region Office  
Office of Senator Arlen Specter  
Wild Rose AB  
Repeat of Session from 1:00 PM.

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## KEY CLUB LEADERSHIP MODULES

>> Saturday, March 6, 2010 <<  
(continued)

3:30 – 4:30 PM:

**Anyone Can Dance: Hip Hop and Popular Dance Moves**  
Presented by: Jennifer Silvetti, Instructor  
Empire CD

Ever wish you could move like your favorite performer on 'Dancing with the Stars' or that latest music video? You can! While what you see on television is the result of years of practice and performing, each of the moves you see can be broken down into simple steps. This module will take some of your favorite moves and break them down into easy step-by-step movements anyone can learn! Let's move!

**Battle of the Sexes**  
Presented by: Ken Nguyen, Elizabethtown Kiwanis Club  
Cocoa Terrace  
Join us for a friendly competition between the sexes – back by popular demand!

**Breaking the Ice**  
Presented by: Pennsylvania Circle K District Board  
Empire AB

Do you feel uncomfortable walking into a room where you don't know anyone else? Do you find your club meetings are segmented between different groups in your school? Are you looking for the confidence to speak up during in class, during a club meeting, or at a social gathering? This is the module for you! Here you'll learn "ice breaking" techniques to get even the shyest members of your club comfortable enough to participate. – we'll see you at this module!

**Cutting Loose your Sandbags: How to Overcome your Mental Hang-Ups –**  
Presented by: Scott Greenberg, Conference Keynote Speaker  
Magnolia CD

Like hot air balloons, all of us are engineered to soar to great heights. Unfortunately, we "sandbag" ourselves by doing things, thinking things and believing things that hold us down. We burden ourselves with insecurity, fear and negative self-talk. Rarely do we perform at our best – our true best. In this module, keynote speaker Scott Greenberg will discuss our most common self-imposed sandbags and provide techniques for cutting them loose. He will then share nuts and bolts methods to help you perform at your best.

**You are a Key Leader of your Club. Your Community. The World.**  
Presented by: Rick Sanker and Matt Austin, Pennsylvania Key Leader Co-Chairs  
Wild Rose AB

So you've heard about Key Leader, but you're not sure what all the hype is about? You never thought of yourself as a leader, so is this really an experience for you? This module will not describe Key Leader, or be an Informative session on why you should attend. It is a hands-on experience of the type of activities student participants experience in order to help them develop their own leadership style. Leave your reservations at the door and come in and discover that you have leadership qualities and how you can best use them in your daily life.

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## KIWANIS FORUMS

>> Friday, March 5, 2010 <<

8:45 – 9:45 PM:

**Together Achieving Growth: Exploring the Member Growth Resources & Opportunities Available**  
Magnolia A, Confection Hall

Once, someone saw a need in your community and decided a Kiwanis club could best fill that need. Today, many children are still waiting for the kind of help Kiwanis members like you provide. The most effective way to reach those in need is to ensure your club stays strong, grows larger, and steps up when needed. It takes a lot of work to make a difference. Make sure you know the tools and resources that are available. Presented by Kiwanis International Trustee Dr. John Button and District Executive Director Kevin Thomas.

**Just Ask but Ask the Right Way**  
Magnolia B, Confection Hall

How many people don't join Kiwanis because we do not ask? A lot! But it just isn't quite as simple as asking. Not only do you have to ask but ask in the right way so that they will join Kiwanis. District Trustees Tom Cometa and Ellen Arnold will share information on how to do this.

**Chocolate Presentation and a History of Hershey & Hershey Foods**  
Magnolia C, Confection Hall

Like chocolate? Want to know more about it as well as the place where a lot of it is made? Then this is the place to be. Governor-elect Susan Grab will lead this tasty and informative program.

>> Saturday, March 6, 2010 <<

8:30 – 9:25 AM:

**"Where in the World is Lanton Lee?" Kiwanis Social Networking: Facebook, Twitter and the Internet**  
Magnolia A, Confection Hall

Are you a member of a Kiwanis Family Internet Social Organization? Do you know they even exist? Social Networking is the fastest growing form of communication in the World today. District Trustee Cathy Szymanski & District Growth Chair David Szymanski will introduce you to Kiwanis Social Networking and how it can be used to benefit your Kiwanis Club.

**Wellness Presentation**  
Crystal A, Confection Hall

Kiwanians and SLP members will receive materials and information that will help them balance physical and emotional wellness in their lives and the lives of others. Kiwanis International Trustee and Physician Dr. John Button will provide a presentation on and lead a discussion on this important topic for all Kiwanians and SLP members.

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## KIWANIS FORUMS

>> Saturday, March 6, 2010 <<  
(continued)

**Adventures in Kiwanis Service – Being a Lt. Governor and Club President**  
Magnolia B, Confection Hall

Curious on what is involved in being a Lt. Governor? Interested in serving as a Club President? Come find out what is involved in effectively serving in these positions. Presentation will be led by District Education Chair Charles Chase. He will be assisted by Past Governors Mike Fraley and Bill Brandamore and the Distinguished Past President of the Chambersburg Club, Michele Bowen.

9:30 – 10:25 AM:

**PICPA Presents: Money & Life: The College Years**  
Magnolia A, Confection Hall

You love your new phone, you love your weekly get-together with friends and you love your mom's meatloaf. But, do you love your money? A local Pennsylvania Institute of Certified Public Accountants (PICPA) member will help you develop a loving relationship with your finances, including tips on dealing with credit cards, budgeting, buying a car and renting an apartment.

**The GPS to Club Revitalization**  
Crystal A, Confection Hall

This workshop is designed to guide you in a proven method of community analysis and planning for Club success. It will not give you solutions to your problems, but will help you examine what course to take to get you on track to improvement. This forum will be presented by Division 5 Lt. Governor Keith Smith.

**Early Childhood Investment**  
Magnolia B, Confection Hall

Early Childhood Investments are not only smart investments from a human potential perspective; they are smart investments from an economic perspective as well. Learn more about this important subject and how you can become a supporter and advocate. This presentation will be delivered by Kiwanis International Past President Dr. Wil Blechman, Lloyd Lamm, President and CEO for the Capital Region of The First National Bank of Pennsylvania and a local District Attorney.

10:30 – 11:25 AM:

**Completing the Monthly Report, the Secretary Dashboard and KiwanisONE**  
Magnolia A, Confection Hall

District Administration Chair Paul Kasoff will share information on and lead a discussion on the new monthly report form, the club secretary dashboard and the other club management tools on the KiwanisONE system.

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>> Saturday, March 6, 2010 <<  
(continued)

Can Kiwanis survive without a gong, a song, and a prayer?  
*Crystal A, Confection Hall*

Do you know the Kiwanis Objects? Do they include hitting a gong? What would happen if you built a club that did not bang a gong, sing a song, or say a prayer? There are clubs who have taken this bold step and are thriving—but, are they real Kiwanis clubs? A presentation & discussion led by District Executive Director Kevin Thomas.

Company Clubs, Corporate Memberships, Club Satellites and Family Clubs  
*Magnolia B, Confection Hall*

What are Corporate Memberships, Company Clubs, Club Satellites and Family Clubs? And how can they be used to grow your Club and Kiwanis? Learn more about these concepts from Kiwanis International Trustee Dr. John Button.

#### 1:30 – 2:25 PM:

PICPA Presents – Money & Life: Smart Retirement Planning  
*Magnolia A, Confection Hall*

Retirement portfolios have definitely had their ups and downs recently, causing many Americans to re-think their retirement plans. This volatile environment makes it more difficult to figure out what is the best plan for you, and many advisors can explain the financial products they sell without considering all the options. Let a local Pennsylvania Institute of Certified Public Accountants (PICPA) member highlight some smart tips on planning for retirement and protecting your assets.

Servant leadership—the Kiwanis of Tomorrow  
*Crystal A, Confection Hall*

Good leaders must first become good servants. Learn the definition of a servant leader and why this form of leadership is imperative to the future of Kiwanis. You will learn how to serve others while staying focused on the organization's values and integrity. Presented by Past Governors Mike Frailey and Bill Brandamore.

Early Childhood Investment  
*Magnolia B, Confection Hall*

Early Childhood Investments are not only smart investments from a human potential perspective; they are smart investments from an economic perspective as well. Learn more about this important subject and how you can become a supporter and advocate. This presentation will be delivered by Kiwanis International Past President Dr. Wil Blechman, Lloyd Lamm, President and CEO for the Capital Region of The First National Bank of Pennsylvania and a local District Attorney.

>> Saturday, March 6, 2010 <<  
(continued)

#### 2:30 – 3:25 PM:

Risk Management and the Kiwanis International Liability Insurance  
*Magnolia A, Confection Hall*

What is the Kiwanis International Liability Insurance and what does and does it not cover? Why should I care about Risk Management? District Risk Manager Mike Smith will answer these questions and more in this presentation.

Changes to the Kiwanis International dues collection system and how it impacts your club  
*Crystal A, Confection Hall*

There's a new dues and fee structure coming to Kiwanis in April 2010. The dues collection and club roster management are changing in October 2010. Kiwanis International Board Financial Counselor Rick Arnold will provide information on these changes and how they impact your club.

Mini Growth Summit: Techniques to Grow Your Club  
*Magnolia B, Confection Hall*

Want to grow your club's membership? Not sure how to do it? Do you know it does not start with going out and asking members to join? That there are steps you must take before you ask folks to join if you want them to join and stay? District Trustee Cathy Szymanski & District Growth Chair David Szymanski will answer all these questions and many more in this two hour presentation.

#### 3:30 – 4:25 PM:

High Impact Service  
*Magnolia A, Confection Hall*

Would anyone in the community notice if your club disappeared? This workshop will identify service projects that will benefit your communities and have long-term impact on the children we serve. Bring your own ideas and join this discussion of what has worked and what has not in your club. This presentation will be led by Governor Ethan McBeth.

Brain Waves of a Leader  
*Crystal A, Confection Hall*

Leaders are different from most people in many ways. Leaders are different from each other in many ways but one common ground that all leaders share is in the way they think. The new millennium will require more productive thinking than ever before. During this session, presented by Lewistown Club President Phyllis Palm and developed by Past Kiwanis International President Steve Seimens, participants will discover how leaders think.

Mini Growth Summit: Techniques to Grow Your Club  
*Magnolia B, Confection Hall*

Repeat presentation from 2:30 PM.

**Key Club Registration**

Registration is located at the Great American Exhibit Hall Registration Desk.

**Kiwanis Registration**

Registration is located near the Key Club desk in the Great American Hall.

**Convention and Conference Office**

For any questions or information about the convention and conference, please visit the convention office located in the Exhibit Hall office across from the Great American Hall.

**Key Club Credentials Table**

Key Clubbers who will be delegates at the House of Delegates must register at the credentials table. The credentials table is located in the Chocolate Lobby near the Key Club Registration Desk.

**Key Club and Kiwanis Store**

The Key Club and Kiwanis Stores provides a variety of club supplies. It will be open at various times during the convention and is located in the Chocolate Lobby.

**Key Club Contests and Awards**

All scrapbooks, achievement reports, single service reports, and other contests should be delivered to Cocoa Suite 6.

**Hotel Information**

Hershey Lodge and Convention Center  
West Chocolate Avenue and University Drive  
Hershey, PA 17033  
Phone: 717-533-3311

**Key Club – My Club Information**

Advisor \_\_\_\_\_

Advisor \_\_\_\_\_

**Convention Name Tags**


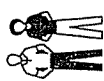
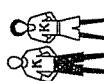
Do NOT in any way cover your name badge or your meal plan designation. You must wear your name badge at all times. The area that it must be displayed is the upper torso portion of your body. Generally this is on the front of your body, above your waist, below the neck, and in between the shoulders/arms. The use of a badge lanyard is permitted.

**Convention Meals**

- All meals will be buffet style.
- Five Meal Plan
  - o The five meal registration plan includes: Friday dinner, Saturday breakfast, Saturday lunch, Saturday dinner, and Sunday breakfast.
  - o If your club has registered for the five meal plan, you will find a yellow dot on your badge with a "5" on it.
- Three Meal Plan
  - o The three meal plan includes ONLY: Friday dinner, Saturday lunch, and Saturday dinner.
  - o If your club has registered for the three meal plan, you will find a neon red dot on your badge with a "3" on it.
- Vegetarian Meals
  - o If you requested a vegetarian meal, your dot will have a "V" on it as well as a "3" or a "5".
- Meal times are:
  - o Friday Dinner 5 – 7 pm
  - o Saturday Breakfast 7 – 9:00 am
  - o Saturday Lunch 11:30 – 1:15 pm
  - o Saturday Dinner 5:30 – 7:00 pm
  - o Sunday Breakfast 7:15 – 8:45 am
- If you do not have a meal designation on your badge you will need meal tickets. To gain access to a meal function, you must have your name badge on with the appropriate designation or you must have the appropriate meal tickets. Sgt-at -Arms will be checking for badges and tickets.
- For those who did not purchase a particular meal, but wishing to do so on-site, a limited number of meal tickets will be available for sale in the convention office.

**Convention Attire**

Proper attire is expected to be worn for all convention events and activities. The attire is designated by the dress code icons as follows:

|   |                       |
|---|-----------------------|
|  | Professional Dress    |
|  | Business Casual Dress |
|  | Casual Dress          |

**Dress Code**

1. All participants are expected to abide by the designated dress code for each session.
2. "Professional" refers to dress shirt, slacks, neck tie, sport or suit coat and appropriate shoes for males, and dress or suit, skirt or slacks, blouse, and appropriate shoes for females.
3. "Business Casual" refers to slacks, collared shirt, and appropriate shoes for males, and slacks, skirt or skort, blouse or collared shirt and appropriate shoes for females.
4. "Casual" refers to shorts or jeans, collared shirts, sweatshirts, or appropriate tee-shirts and casual footwear for males, and shorts, skirt or jeans, collared shirt, sweatshirt, or appropriate tee-shirt and casual footwear for females.
5. At no time will any clothing with inappropriate language or graphics be allowed. Any shirts, shorts, or skirts deemed to be of inappropriate length will not be allowed.
6. All participants are required to wear name badges for all convention events.

**Key Club Code of Conduct**

Key Club members, adult advisors and invited guests are expected to demonstrate behavior consistent with the high ideals of Key Club and should abide by the provisions of this Code while in attendance at any Key Club International event. Every member will respect the authority of the Sergeant-at-Arms Committee, Key Club administrators, and designated staff.

**Responsible Behavior**

1. All participants are expected to abide by all government laws and regulations.
2. Members must respect the personal property of others as well as the property of any meeting or lodging facility. The placing of signs or messages on the windows of the hotel rooms is prohibited. No material may be affixed to any hotel walls. Any damage caused by a member must be paid for by that member.
3. Members may not possess or consume any alcoholic beverages.
4. Members may not possess or use any drugs or other controlled substance, with the exception or medication prescribed for the attendee.
5. Members may not possess or use tobacco products.
6. Members are expected to abstain from any activity of a sexual nature.
7. Members are expected to not tolerate hazing or any action that creates unnecessary physical or mental discomfort, embarrassment, harassment or ridicule of others.
8. Members may not possess weapons, firecrackers, or anything of a dangerous nature or act in any way unbecoming of a Key Clubber.

**Lodging**

1. Members staying in a hotel or other lodging facility must sleep in their assigned room.
2. Female members are not allowed in the room of any male member, and male members are not allowed in the room of any female member.
3. Male and female members may be present together in hospitality suites when an adult chaperone is present.
4. All members are expected to abide by a curfew beginning at midnight and lasting until 5:00 am unless otherwise specified by the hotel. No Key Clubber shall be allowed on balconies after curfew.
5. Items within this section may be modified by the Key Club International Board with approval of the International Administrator.

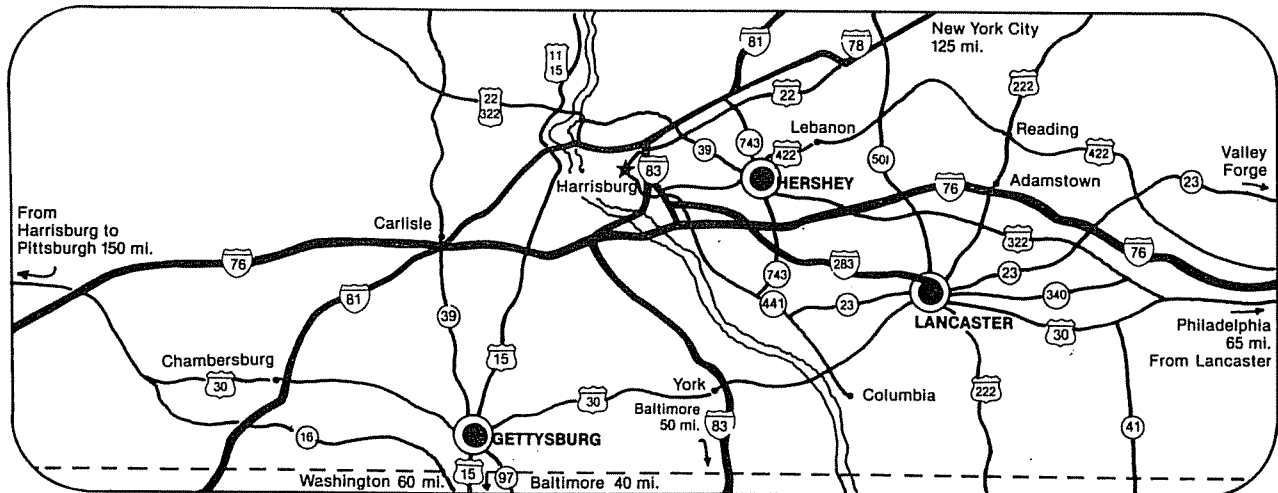
**Enforcement**

1. Violations of this Code will result in notification to the district administrator and chaperone.
2. Violations involving destruction of property, possession, consumption or use of alcoholic beverages or controlled substances will result in dismissal of the attendee from the event.
3. Notification, in writing, will be made by the Key Club District Administrator or his representative to the school, Kiwanis sponsor and parents of any member disciplined under this section. These rules are effective as of the time you arrive at this event, until the time you depart.
- 4.

## DIRECTIONS TO THE HERSHEY LODGE & CONVENTION CENTER

- FROM NORTHWEST PA: Take Interstate 80 East to US Route 322 East. Follow 322 East to Hershey Lodge and Convention Center.
- FROM NORTHCENTRAL PA: Take US Route 15 South to US Route 322 East. Follow 322 East to Hershey Lodge and Convention Center.
- FROM NORTHEAST PA: Take Interstate 81 South to PA Route 39. Follow PA Route 39 toward Hershey to US Route 322 East. Lodge will be along Route 322 East.
- FROM LEHIGH VALLEY: Take Interstate 78 East to Interstate 81. See directions from Northeast PA.
- FROM SOUTHEAST PA: Take the Turnpike East to Exit 247 (Harrisburg East). Take Interstate 283 to US Route 322 East.
- FROM SOUTHCENTRAL PA: Take interstate 81 North to US Route 322 East or Take US Route 15 North to Interstate 83 North. Take Interstate 83 to US Route 322 East.
- FROM SOUTHWEST PA: Take the Turnpike West to Exit 247 (Harrisburg East). Take Interstate 283 to US Route 322 East.

## ALL ROADS LEAD TO HERSHEY . . .



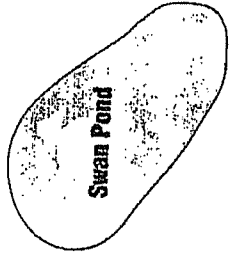


# Guide Map

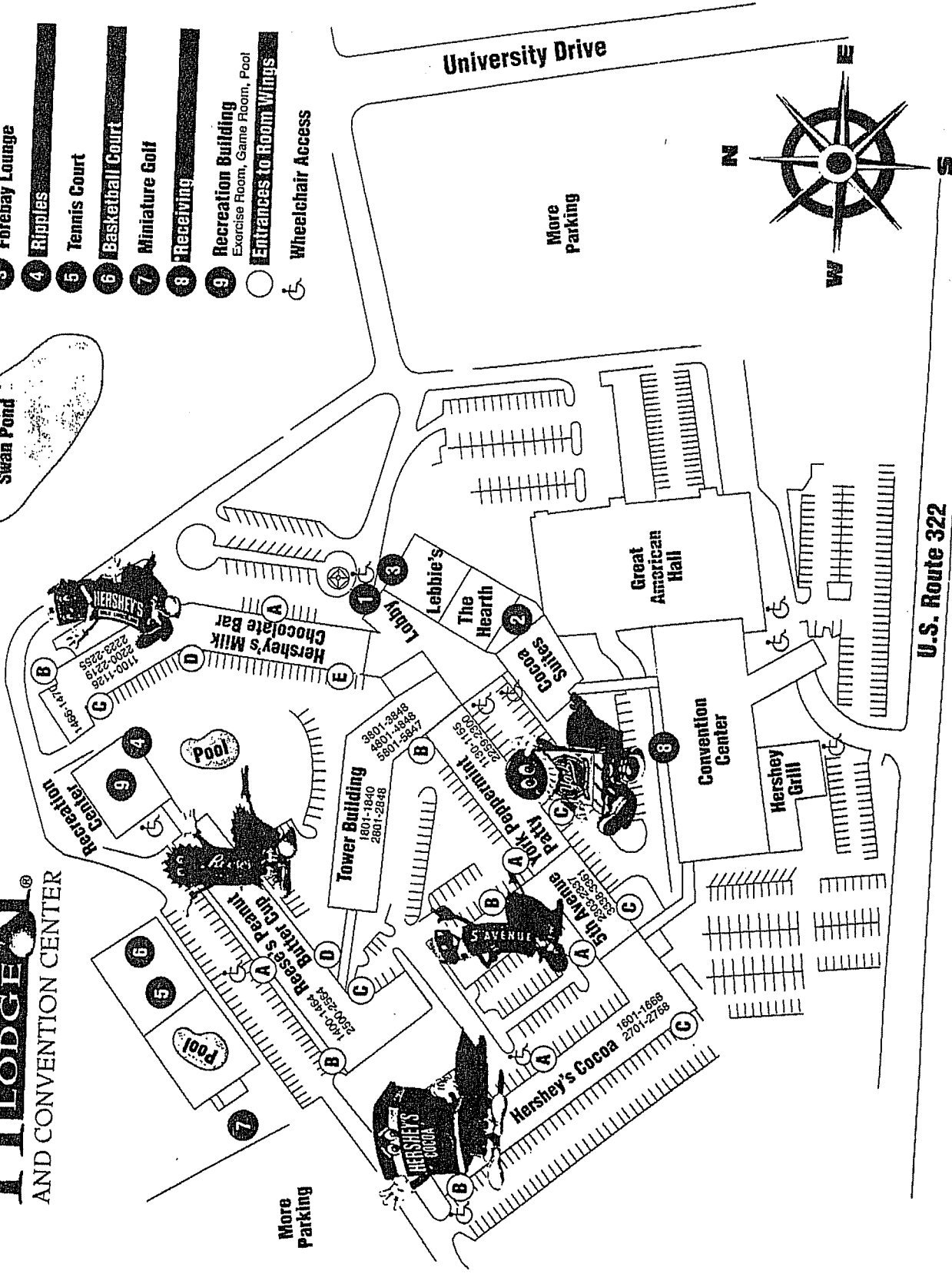
## HERSHEY'S LODGES<sup>®</sup> AND CONVENTION CENTER

L · E · G · E · N · D

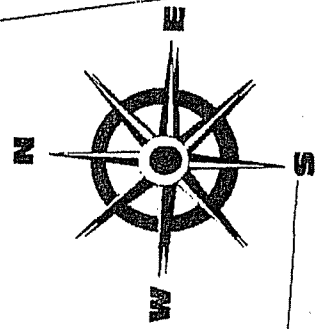
- 1 Main Entrance
- 2 Sweet Memories Gift Shop
- 3 Forebay Lounge
- 4 Ripples
- 5 Tennis Court
- 6 Basketball Court
- 7 Miniature Golf
- 8 Receiving
- 9 Recreation Building  
Exercise Room, Game Room, Pool
- Entrances to Room Wings
- Wheelchair Access



Swan Pond



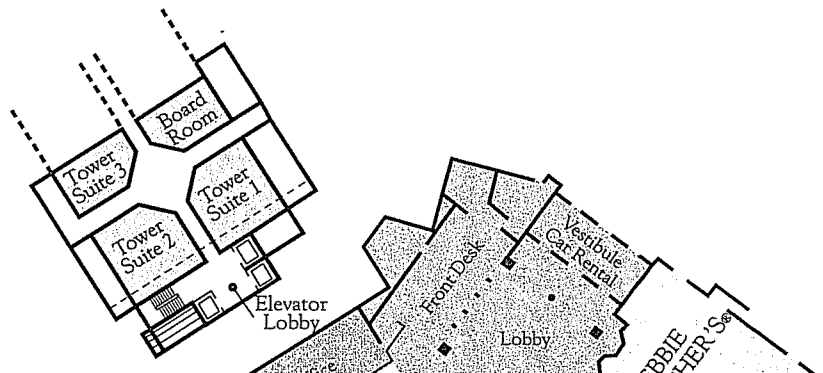
University Drive



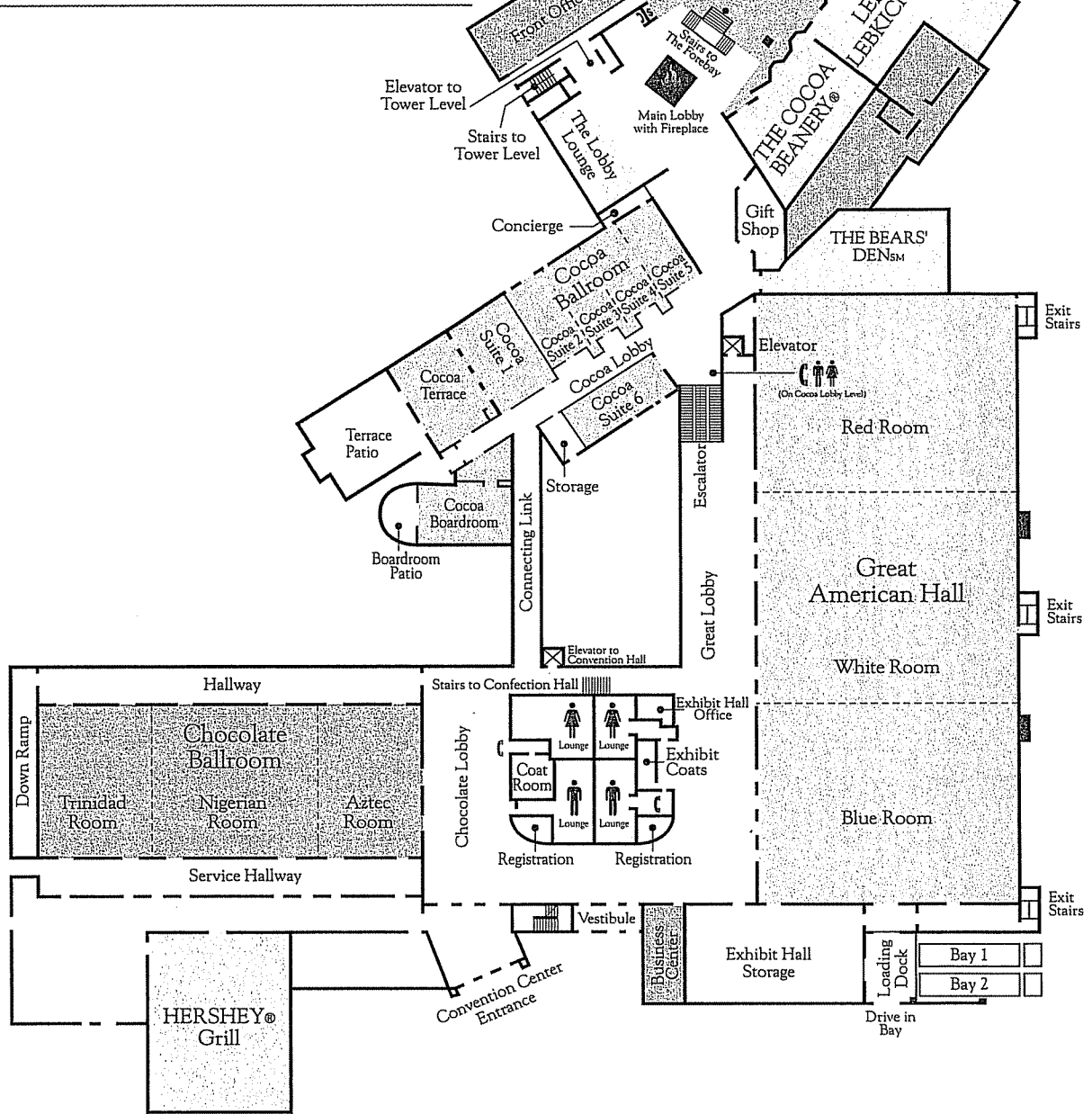
U.S. Route 322



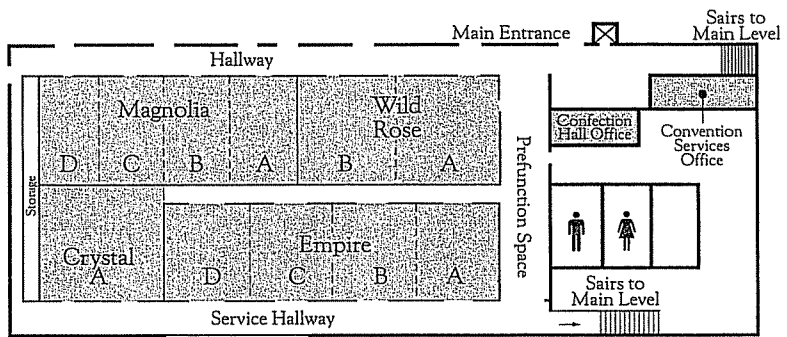
# Tower Level



# Main Level



# Confection Hall Level



**Code of Ethics and Responsibilities  
For Adults  
Working with Youth in Kiwanis Family Sponsored or Related Activities**

Kiwanis International is a worldwide organization of men and women whose clubs serve children, develop youth leadership, and provide for social and business networking. To many Kiwanians, faculty advisors, school administrators, and parents of the sponsored programs members, the sequence of the three-part mission of Kiwanis demonstrates the highest priority Kiwanis places on the youth related programs. Kiwanis International believes that youth deserve the best Kiwanis has to offer. This includes the relationship and interaction between the youth impacted by the sponsored programs and those adults who so generously give of themselves to assure the success of the Kiwanis family organizations.

Realizing the lasting influence adults serving as role models and mentors to youth have, Kiwanis International has adopted the following Code of Ethics and Responsibilities for adults, both Kiwanians and school faculty, involved with Kiwanis sponsored youth-orientated programs and projects.

**Advisement (Organizational Operation)**

Sponsored Programs organizations advisors must allow the students to be the responsible decision makers of their organizations. The advisors are to provide continuity, guidance, training, stability, and historical perspective to develop students capable of making those sound, reasonable decisions.

**Confidentiality**

Sponsored Programs organizations must be permitted to create responsible partnerships between students and adults in matters of interpersonal relationships; medical and financial histories; and social, disciplinary, and legal issues.

**Elections and Campaigning**

Sponsored Programs organizations must be permitted to manage and determine their officer elections without outside influence by non-members.

**Interaction with Other Adults**

Sponsored Programs organizations advisors, chaperones, and administrators must embody the objects of Kiwanis International in interactions with Kiwanis district and International boards, non-Kiwanis associations and organizations, the public, and vendors serving the organization.

**Leadership Development**

Sponsored Programs organizations must be permitted to create a training environment through cooperation and leadership allowing officers and members to fulfill their responsibilities.

**Student/Advisor Relationship**

In Sponsored Program organizations, relationship with students must be open and respectful while keeping in mind the advisor is a role model.

**Transportation and Chaperoning**

Sponsored Programs organizations advisors, chaperones, and administrators must use common sense when traveling or arranging travel for or with students. Situations, which can compromise the ethical or moral values reflected by Kiwanis International or district, must be avoided.

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**CONVENTION/LEADERSHIP CONFERENCE  
CHECKLIST FOR  
KEY CLUB ADVISORS**

CONVENTION/LEADERSHIP CONFERENCE REGISTRATION WILL BEGIN AT 1:00 P.M. ON FRIDAY, MARCH 5, 2010. Your registration will not be available until after 1:00 p.m. *Please note that hotel rooms may not be available until 3:00 p.m. or later.*

- \_\_\_\_\_ 1. Before leaving for the convention/leadership conference, be sure that each student has properly completed and brought with them the Authorization to Attend and Authorization for Emergency Medical Treatment form.
  
- \_\_\_\_\_ 2. The Key Club **Advisor** should report to the Hotel Registration Desk of the Hershey Lodge & Convention Center to register the entire club for hotel rooms and secure room keys. The hotel registration desk will be at the front desk of the hotel.
  
- \_\_\_\_\_ 3. **Advisors** pick up the registration packets at the Key Club Convention/Leadership Conference Registration desk which will be in the Great American Hall area of the Hershey Lodge & Convention Center Hotel.
  
- \_\_\_\_\_ 4. Turn the Authorization to Attend and Authorization for Emergency Medical Treatment form and the Club Officer Election Report to the Convention/Leadership Conference Registration Desk (although, the Election Report form should be mailed in advance, if at all possible.)
  
- \_\_\_\_\_ 5. **Club Voting Delegates** should go to the credentials desk to obtain their delegate's ribbon, sticker and other information.
  
- \_\_\_\_\_ 6. Turn in any contest materials to the Contest Registration Office.
  
- \_\_\_\_\_ 7. Please be sure to review, again, the convention/leadership conference code of conduct with all your attendees.
  
- \_\_\_\_\_ 8. Please be sure to review the Code of Ethics and Responsibilities for Adults.

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