



Hoof Beats

Kiwanis Club of the Horse Heaven Hills

PO Box 6798, Kennewick, WA 99336

www.HorseHeavenKiwanis.org

May 3, 2010

Edited by: [John Lawson](#), [Donna Underwood](#), [Doug Brown](#)

If you have an announcement, advertisement, or article you'd like included, contact one of our editors.

Remember, there is always more information about our club on our website at www.HorseHeavenKiwanis.org

President Doug Brown opened the meeting. Larry Hansmeier gave our invocation.

This week guests were Alberta Redwing from TCI and Olja Djuranovic representing both the Clover Island Inn and Kennewick Kiwanis. Chris Sivula was Andy Perdue's guest and was here to learn a little more about our club.

Birthdays, Anniversaries & Brags

Carolyn Lawson was wrangler this week.

John Lawson reported that during the hustle of the day on Saturday, engineer Jim Hyde took off and left his Conductor standing and watching the train roll away. John also thanked Donna Underwood for leading the effort at the Head Start project. Olja Djuranovic donated an extra dollar for the announcement Jo Harrington would be making. Gene Spaulding attended the Washington State Patrol Memorial Foundation dinner. He shared information about what our club was doing with the J&S and hopes to have a State Patrol speaker for the club, to talk about Trooper Jim Saunders.

Jo Harrington's older brother will celebrate a birthday. Jo and Mike are also closing Harrington Home Medical today. They are now officially retired. Olja Djuranovic has purchased My Jo Espresso and will continue operating it. Andy Perdue lamented his time at a Northwest Wine Seminar. He also observed that today's wind reminded him of the "termination winds" that sometimes blew and signaled more than one recent arrival's flight from the area. Dick Nordness hoped we have all seen the J&S feature in Friday's *Tri-City Herald*. Jim Hyde incorporated some artistic license into his tale of driving the J&S over

the weekend. Wayne Underwood said that the train provided several recruitment opportunities over the weekend. Doug Brown had three events to report: the J&S operation for the special needs fishing event; the Special Olympics Swim Team qualification meet; and finally a family adventure at the annual Bloomsday run in Spokane.



Our speaker, Eric Van Winkle won this week's raffle and donated the proceeds to our Foundation.

Announcements and Coming Events

Special Things We Did Last Week

We hope everyone saw the [article](#) and photo in the *Tri-City Herald* featuring the startup of the J&S.

The members who have been volunteering at Head Start this year were honored at a presentation dinner sponsored by the Head Start headquarters. Young Children Priority One committee had Donna Underwood, Sarah Longan, Phil Slusser and John Lawson in attendance. All four received a certificate as part of the presentation.



One of our "full loads" last weekend

Friday kicked off our J&S operation for the year. We gave rides at the Handicap Fishing Derby on Friday afternoon. Saturday we ran a longer day

for the Fishing Derby beginning at 10 am. Sunday we operated our normal schedule. Thanks to the many volunteers who pulled this together.

Andy Perdue represented our club at the Kiwanis Zone Conference in Moses Lake this past weekend. There were about 100 other Kiwanians at the conference. He has returned with some good ideas and tips with respect to membership and fundraising.

Committee Meetings

Doug Brown announced a recruitment committee meeting following the regular club meeting. There will be an Administrative committee meeting noon Thursday at the Crow's Nest.

May Division Council

We will host the Division 54 Council meeting on Wednesday, May 12 at Camp Kiwanis. It would be great if we could have a strong turnout. We will start serving dinner and offering J&S rides at 5:30 pm and the business meeting begins at 6:30.

Interclubs

Wayne announced an interclub for Tuesday May 4 with the Kennewick Club.

Club Election results

Doug Brown announced the results of the club election. Andy Perdue is the President Designate, Dick Nordness is the President Elect Designate. Lorraine Cooper is the Vice-President Elect Designate. John Lawson remains Treasurer. Mark Blotz will serve a term on the Board of Directors beginning in October. Andy Perdue added that the new board has elected Jo Harrington to become Secretary beginning this October.

J&S ticket sets

John Lawson announced the availability of J&S promotional tickets to members. A bundle of 10 is \$5. The tickets are valid for this year and may be used for children or adults. This is an Administrative fund raiser for the club.

Secretary's Report

Lorraine Cooper reminded members to turn in data to be included with the April Secretary's Report.

J&S volunteers

Marilyn Hyde asked for and received a volunteer for the remaining J&S job this coming Saturday.

More Dates to Save

Don't forget to check the [end of the newsletter](#) for some other important dates coming up.

Next Week's Program:

Ferdouse Oneza
City Planning and Citizen Involvement

This Week's Program:

Eric Van Winkle
Our Local Radio Broadcasting Market



Eric Van Winkle

Eric Van Winkle is General Manager at GAPWEST Broadcasting. GAPWEST is a leader in selected mid-sized local radio markets. In Tri-Cities GAPWEST operates 5 of 23 local stations: KEYW-FM, KFLD-AM, KOLW-FM, KORD-FM, and KXRX-FM. Each of these stations is geared to the preferences of fairly specific target markets. Each genre has it's own audience profile.


Radio stations hold licenses to broadcast, but they are regulated by the FCC in how they use the public's transmission bands. Stations rely on marketing advertising spots to support their programming that is offered free to the public. The only price of entry to the public is a ubiquitous radio and the will to listen. The

broadcasters' job is to cater to the interests of one or more market segments.

Eric talked about the current strategies that GAPWEST uses in our market to target audience segments and the advertisers who want to reach them. Their profit is based on advertisers seeking ways to attract interest and ultimately sales from their customer base. The radio market is very competitive and the GAPWEST stations need to continually adapt and readapt to maintain a leadership position.

Eric also gave us a look into some of the local radio broadcasting history and into where he sees radio technology headed now and in the future.

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 <p>"it's an island thing"</p>	<p>Mark Blotz General Manager</p> <p>Phone: 509-586-0541 cloverisland.inn@verizon.net Fax: 509-586-6956</p> <p>Reservations: 1-866-586-0542 www.cloverislandinn.com 435 Clover Island Drive • Kennewick, WA 99336</p>



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Stand Out in a Crowded World.

Save the Date(s)



Wednesday, May 12 5:30pm

Division 54 at Camp Kiwanis Our Club is host for the dinner and business meeting. We plan to have the J&S there at 5:30.

Monday, May 31

Memorial Day, no weekly meeting.

June 24 through 27

2010 Kiwanis International Convention at Las Vegas.

August 26 through 29

2010 Kiwanis PNW Convention at Spokane. This overlaps with our club's participation in staffing the information booth at the fairgrounds. We might not have a member delegate to

send to Spokane.

Monday, September 6

Labor Day, no weekly meeting.

Saturday, November 6

Kickin' It Up for Kids dinner dance at Clover Island.