



FIRST  
 QUARTER  
 JANUARY  
 2012

**HEARTLAND EXPRESS** *The Quarterly Newsletter of the Heartland District Civitan Clubs*

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**BE SURE TO ATTEND YOUR AREA MEETINGS**

It's a great chance to get to know other Civitans from your Area and to get information and share techniques for maximize your club's impact and enhance membership.

**AREAS 1 & 2** April 21st, Bartlesville  
 Location To Be Announced

**AREA 3** March 31st, Jonesboro  
 Western Sizzlin, 2405 E. Highland Drive  
 Registration 9:30 am, Meeting 10 am-2 pm  
 Lunch included, cost \$11

**AREA 4** To Be Announced

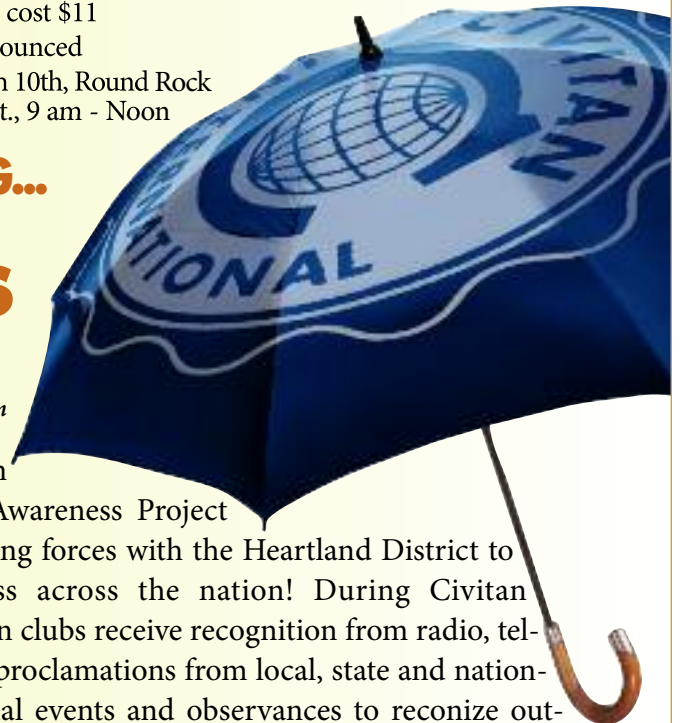
**AREAS 5 & 6** March 10th, Round Rock  
 Bella Notte on Main, 201 East Main St., 9 am - Noon

**APRIL SHOWERS BRING...  
 CIVITAN  
 AWARENESS  
 MONTH**

*By Keith Dover, Public Relations Chairman  
 Heartland District Civitan*

Stay tuned for more information on Heartland District Civitan Awareness Project and how other Districts are joining forces with the Heartland District to bring about Civitan Awareness across the nation! During Civitan Awareness Month in April, civitan clubs receive recognition from radio, television and print media, receive proclamations from local, state and national politicians, and conduct special events and observances to reconize outstanding members and projects and to spread the spirit of service fostered by civitans everywhere.

For more information on, go to Civitan Awareness Month.



**DON'T FORGET CLERGY APPRECIATION WEEK  
 JANUARY 29-FEBRUARY 4** See story on page 4

# GOVERNOR'S MESSAGE

**M**y dear Civitan Leaders and friends, it is truly an honor and privilege to represent you as your Heartland District Governor this year. You have my commitment to continue to work hard to help us meet the challenges ahead. I am available to help you be successful. Let's enjoy our service work together to make the Heartland the premier District of the greatest organization in the world.

Lucky Seven....this is the seventh year as the Heartland District of Civitan International. It is fitting to remember what Martin Luther King once asked, "What are you doing for others?"

Over the past short years we have come together to make a new, stronger district, and we have kept together to make great progress as reflected in the recognition as the top district in leadership and growth while serving others in our communities with special needs. However, if we are to meet the challenges of tomorrow, we must continually work together if we are to be successful.

Our International President, Bill Buscher (and one of our very own) has set the tone and theme for the year: "Enriching Lives Through Service."



We will face many challenges this year advancing our cause, but as Civitan leaders working together, we can reach our goals. We will clear any obstacle when we keep a positive attitude, a commitment to meeting our goals, an enthusiastic approach to working together, and sharing our talent in service to others.

We, the Heartland district, will meet that 'Challenge' by reaching the following goals together:

- Increased membership by the end of 2012
- Attain a record number of Honor Clubs
- Maintain our perfect record as a Quality Achievement District
- Increase our contribution to the Civitan Foundation and the Civitan Research Center
- Expand our Civitan Family through new clubs and new Junior Civitan Clubs
- Strengthen each club's ability to serve other, gain knowledge and enjoy fun and fellowship

*Let's Meet The Challenge!*

*Yours in Civitan,*  
**Jo West Davis**  
HEARTLAND DISTRICT GOVERNOR 2011-2012

**2011-2012 HEARTLAND DISTRICT OFFICERS & STAFF**

Governor	Jo West Taylor Davis	jojack@cablelynx.com
Governor-elect	Vivian Dail	vdail611@gmail.com
Area 1 Director	Kathy Eck	momeck62@gmail.com
Area 2 Director	Linda deReign	lmd1016@cox.net
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Immediate Past Governor	Ken Ellis	kema1981@sbcglobal.net
Elected Past Governor	Norma Pew	normapew@hotmail.com

**HEARTLAND DISTRICT STAFF**

Secretary	Jeannetta Edwards*	nmvision@yahoo.com
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Awards	Rita Blackwood	rwcruz918@aol.com
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Candy Coin & Candy Boxes	Betsy Barnes	barnes.betsy@att.net
Fruitcake Sales Promotion	Joyce Walton Blake Phillips	jwalton@focusbank.com
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Existing Club Retention	Sharon Conley	lrl9@juno.com
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International Foundation	Jackie Davis	jojack@cablelynx.com
International Presidents Council	Debbie Bruce-Juhlke	Debbie Bruce-Juhlke
Webmaster/Newsletter	David Overton	david@overtondesign.net

**REGION DIRECTOR & FIELD REPRESENTATIVE**

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**HEARTLAND EXPRESS** Please e-mail articles and photos for publication to David Overton, david@overtondesign.net or by mail to David Overton, 3616 Regent Drive, Dallas, Texas 75229

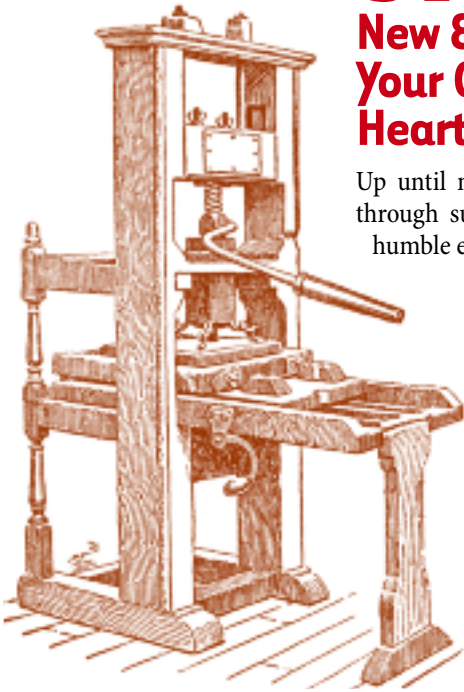
**PUBLICATION DEADLINES**  
 Second Quarter Issue March 15, 2012  
 Third Quarter Issue July 15, 2012  
 Fourth Quarter October 15, 2012

**2012 CALENDAR OF EVENTS**

<b>JANUARY</b>	
13-17	Governor's Elect Academy at CI
15	Deadline for District Newsletter - 1st. Qtr. Edition
20	20 - January dues billing - Delinquent after this date
27-31	Junior Civitan International Sno-Do, Barrie, Ontario,
29-Feb 4	Clergy Appreciation Week
29	District Board Meeting Teleconference
31	Junior Civitan Shropshire Application Deadline
31	Quality Achievement Award Application Deadline
<b>FEBRUARY</b>	
1-29	Junior Civitan International Appreciation Month
TBA	TBA - Area Meetings by the Area Directors
<b>MARCH</b>	
1-3	District Governor's Update Meeting at CI
9-12	JR. Civitan Internat'l Dance-a-thon, Perth, Ontario
23-24	International Board of Director's Meeting
24	Deadline for Adds & Deletes for April dues billing
TBA	Area Meetings by the Area Directors
<b>APRIL</b>	
1-30	Civitan Awareness Month
1	Nominations & Election of Club Officers Begin
20	April dues billing - Delinquent after this date
28	District Board Meeting Teleconference
30	Area Director Mid Year Report due to District Governor
<b>MAY</b>	
1	Civitan International Honor Key Nominations Deadline
15	Deadline for District Newsletter - 3rd. Qtr. Edition
31	Election of Club Officers Completed - Report due 6/1/201
<b>JUNE</b>	
1	Election of Club Officers - Report to Civitan International, Governor-Elect
TBA	Junior Civitan International Convention
1	Junior Civitan Chair appointment by District Governor-Elect
24	District Board Meeting Teleconference
24	Deadline for Adds & Deletes for July dues billing
<b>JULY</b>	
1	Awards Deadline to District Awards Chair
2	International Board of Director's Meeting
3-5	Civitan International Convention, Tallin, Estonia
15	Agenda Items for District Convention due to Governor
<b>AUGUST</b>	
1	Governor-Elect announces 2012-2013 leadership team
17	District Convention Kick-off Leadership Luncheon Honoring Senator Shane Broadway at the Hot Springs Country Club
17	District Board Meeting, Evening Meal
17-19	District Convention, Austin Hotel, Hot Springs, AR
18	Business Session/Election of 2012-2013 Leadership Team
19	District Board Meeting, Breakfast
<b>SEPTEMBER</b>	
15	Deadline for Events to placed on District Calendar from Officers, Area Directors, Leadership Team & Clubs"
30	District Board Meeting Teleconference
30	Area Directors International Year-End Report due to Governor & Governor-Elect
30	End of 2011-2012 Administrative Year

# STOP THE PRESSES!

## New Editorial Policy Will Affect Whether Your Club Activities Get Published in the Heartland Express Newsletter



Up until now most of the content of the newsletter comes from culling through submission of club's newsletters. However, this means that your humble editor arbitrarily picks which story he thinks would be a good item for our little gazette. On at least one occasion, that choice was questioned, or something that maybe should have been published was overlooked.

Starting with the next issue (see deadlines previous page) items will only be included in the *Heartland Express* if separately submitted or specified by a member of your club or area director.

Please continue to include me in your mailing lists, but The editor will no longer automatically include an item from your club just because you have submitted a newsletter; your club activities will not be published unless specifically requested, (or unless needed as "filler").

Also, we would like to give credit to where credit is due, so please include the name and title, if any, of the person who wrote the article and the photographer, and, if possible, captions with names of those appearing in the photos.

**Articles will now only be included in the *Heartland Express* if separately submitted or specified by a member of a club or the area director. Clubs will no longer be automatically included solely on the basis of submitted newsletters**

## Welcome Two New Heartland Clubs

### Southwest Little Rock Civitan Club

Charter Number 3984 Charter Date: September 30, 2011

The North Little Rock Civitan Club and the Bryant Civitan Club are sponsoring this new club. The Club Builders are Sharon Gaskin, MST, Debbie Grooms, MST, Certified Club Builder Betsy Barnes, MST, and Master Club Builder Fred Norman, MST.

### New Madrid County Civitan Club

Charter Number 3990, Charter Date: November 26, 2011

The Bootheel Ladies Civitan Club is sponsoring this new club. The Certified Club Builders are Pinkie Dixon, Ella Coleman, and Martha Driver.

## Gone But Never to be Forgotten



MARION BALZER

JANUARY 21, 1930 - NOVEMBER 21, 2011

The Enid Civitan Club is saddened by the loss of a 40-year member, Marion Balzer. Marion was born on January 21, 1930, in Hooker, Oklahoma, and passed away on Monday, November 21, 2011, at St. Mary's

Hospital in Enid.

Marion graduated from Enid High School in 1947. On June 25, 1953, he married Dorothy Braun in Enid, where they made their home. Marion was an accountant and bookkeeper for Champlin Petroleum for eleven years, and then worked in sales at Plastics Unlimited. He was a member of Emmanuel Baptist Church, and a member of First Home Bible Class. He was active in the music department, participating in the Praisings Choir and formerly sang with a quartet. Marion was a longtime Ambassador with the Enid Chamber of Commerce and enjoyed woodworking.

He is survived by his wife Dorothy; children Debbie (Chris) Wells of Stillwater, Bryan (Kaylene) Balzer of Enid, and Kevin (Mary) Balzer of Garber; eleven grandchildren, Cody, Lindsay, Patrick, Jamie, Jonathan, Lessa, Candace, Chas, Alisha, Rachel, and Peter; and sixteen great-grandchildren. Marion was preceded in death by three brothers and one sister.

Memorial donations may be made to the Enid Civitan Club or Emmanuel Praisings Choir.



## INCENTIVES TO BE THE TOPS!

We don't need really any special motivation to further the goals of

Civitan, but just to give you a little extra encouragement and reward those who make that extra effort, new

incentives are now offered for **Top Billboards**, **Top Recruiter** and **Top Club**

**Builder.** Incentives will be a certificate recognizing your hard work and paid registration to the district convention in Hot Springs this August 17-19,

## DON'T FORGET CLERGY APPRECIATION WEEK JANUARY 29-FEBRUARY 4

Since 1960, Civitan clubs have recognized their local clergy during the week of February 3 for Clergy Appreciation Week. What began as a remembrance of 4 military chaplains of different faiths who gave up their life vests during the February 3, 1943 sinking of the USS Dorchester, has become a recognition of all that clergy do for our communities. For

more information on planning your club's Clergy Appreciation Week, go to Clergy Appreciation Week.



## CANDY AND COIN BOX RESULTS FOR THE YEAR OF 2010-2011: \$20,961.85 COLLECTED IN CANDY BOXES AND \$5,136.54 IN COIN BOXES\*

*By Harold Connell, 2010-2011 Chairman, Candy and Coin Boxes*

Although the total was slightly less than the previous year, Candy and Coin Box revenues continued to make significant contributions to the Heartland coffers to the tune of over \$25,000!

The top three clubs in Candy Box collection were Wichita with \$5,228.70, Houston Clear Lake with \$2,179.65, El Dorado with \$2,167.24. The Muskogee club came a close fourth with \$2,090.20 and Paragould, Bartlesville Uptown and Hutchinson all collected over \$1,000.

In Coin Box collection, the top three were Wichita with \$1,445.86, Bartlesville with \$884.85 and Hutchinson with \$669.12 in revenues.

*\*Totals as of September 30, 2011*

## STILL HAVEN'T MADE A RESOLUTION FOR 2012? RECRUIT A NEW MEMBER!

This is the first quarter Membership Comparison Report of the 2011-12 year. We are excited to report that almost 800 new people joined our organization in the first quarter! However, our organization has a net loss of 190 members in our first 90 days. Civitans, we can make this up in the second quarter, but we need your help! Please include as one of your New Year's resolutions to sponsor four new members this quarter and earn recognition pin on our Member Sponsorship Team – MST. Start this week introducing Civitan to people around you and sponsoring them into your club.

### Heartland Civitans Off to a Good Start

In the first quarter, the Heartland District had the highest number of members in the Sponsor-A-Member Competition with 19 new members and started one of the three new clubs chartered in the first quarter. Keep it up, Heartlanders!



# BROKEN ARROW CIVITANS CELEBRATE 50 YEARS

By Emily Ann Hoffman (Excerpted and Condensed from the Broken Arrow Ledger, August 31, 2011)

For the past 50 years, Broken Arrow Civitan Club has been enriching the lives of their members and the community. The club's members have sponsored scholarships and programs for college-bound youth, raised funds for sick or needy children, coordinated the annual Christmas Parade and served pancakes during Rooster Days, among myriad fundraising ventures. The club also donates to various organizations like Broken Arrow Neighbors and A New Leaf.

Kim Goddard, executive director of Broken Arrow Neighbors, said the group has been a "constant source of support."

"Their level of dedication to our mission is invaluable," Goddard said. "Broken Arrow Neighbors is truly a more effective organization as a result of this partnership [with Civitan]."

The Broken Arrow Civitans built a baseball diamond and dugouts behind the Salvation Army's Broken Arrow Boys and Girls Club for the Broken Arrow Challenger Special Olympics. They also have helped add wheelchair-accessible sidewalks in the complex and provide money for uniforms, equipment, trophies, snacks and other needs, de Reign said.



Molly Faucault, director of Broken Arrow Challenger Sports, said the Civitans' efforts have made playing sports a reality for the 75-plus kids that participate in the Special Olympics.

Sam Muskrat, a member since 1963, has watched the club grow along with Broken Arrow since he opened an accounting business in the then-town of 6,000. Muskrat has participated in projects like the sign in Civitan Park, which sits on the corner of Elm Place and 71st Street, and securing a community center for the community in the 1960s.

But more than anything, Muskrat said the friendships and the weekly breakfasts keep

him coming back.

"Over the years I've had a host of very good friends that had a desire to improve the community," Muskrat said. "Civic work is a premise of Civitans - "Builders of good citizenship" is our motto. We're just a nice group of people. I think the fraternalism is the bond."

The Civitans meet at 6:30 a.m. every Friday at The Senior Center, 1800 S. Main St. for biscuits and gravy and some "good-natured brow beating."



(Left) Broken Arrow Civitans work to put up the sign marquee-style sign that sat in Civitan Park at the corner of Elm Place and Kenosha Street. The sign, which has taken many forms over the years, still stands near the QuikTrip. The all-male civic organization celebrated its 50th year contributing to the community since it chartered in 1961.



(Right) Broken Arrow Civitans sell hamburger baskets in their food trailer to raise money during Tuesdays in the Park. The all-male civic organization celebrated its 50th year contributing to the community since it chartered in 1961.

## THESE BOOTS WERE MADE FOR RAMPING

The Bootheel Ladies Civitan Club (with the expert guidance of CiviBear) recently built a wheelchair ramp for a community residence in Caruthersville, MO. The ramp was their first service project for the year. The Lady Luck Casino in Caruthersville donated money to buy the materials for the ramp. Ella Coleman was chairman for the project and Catherine Donald is club president.



## BARTLESVILLE AND RSU CAMPUS CLUB MAKES SEASON BRIGHT FOR SENIORS

On a cold and wet Saturday morning, November 26, six people with three ladders, several extension cords, and lots of light strings, lit up Building G of the Bartlesville Senior Citizen Apartments. Thanks go out to Lonette Dunn, Ken Ellis, Jay Lamb, Frank Longley, Mary Shell, and Bob Shell for braving the elements to get the lights hung. On December 16, six members of the RSU Campus Club, one son of a Campus Club member, along with Bob & Mary Shell serenaded several of the residents at the Bartlesville Senior Citizen Apartments with Christmas carols. Following the caroling, Grace Farmer provided wonderful refreshments.



*Start planning Now for the 2012*  
*Heartland District*  
**FALL CONVENTION**

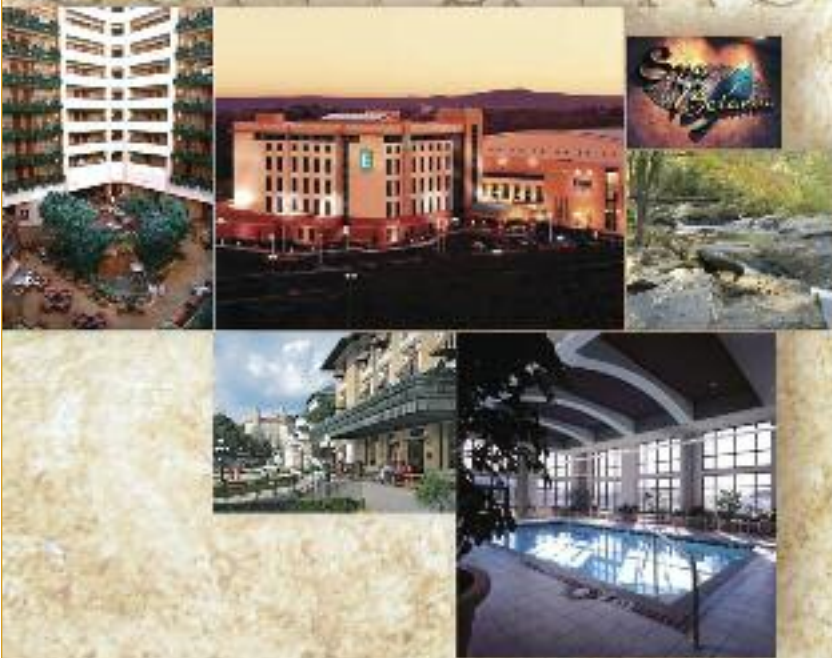
2012  
HEARTLAND DISTRICT  
FALL  
CONVENTION

**AUGUST 17-19, 2012**

**EMBASSY SUITES HOT SPRINGS  
HOTEL AND SPA**

This Fall, we're going to have some fun and get things done in Hot Springs. Embassy Suites Hot Springs Hotel and Spa is located within the Hot Springs National Park in Arkansas, and is connected via a covered walkway to the Summit Arena and the Hot Springs Convention Center. As a result, the hotel is just a few miles away from top Hot Springs attractions. Spacious, well-equipped hotel suites offer guests a wide array of amenities, with private bedrooms and a separate living area, complete with a sleeper sofa.

**MARK YOUR CALENDARS NOW—  
AUGUST 17-19, 2012**







**2012 CIVITAN INTERNATIONAL CONVENTION**  
**Tallinn, Estonia**  
**JULY 3-6, 2012**

In July 2012, Civitans from around the world will meet in beautiful, historic Tallinn, Estonia! Located between Finland, Latvia and Russia, Tallinn is a city where past and present meet, featuring picturesque medieval buildings alongside a vibrant modern metropolis, with free wi-fi across the city and convenient public transport.

Civitans can choose between The Sotos Viru Hotel and the Nordic Hotel Forum, located across the street from one another, at the edge of Tallinn's historic Old Town. For just \$100.00 (US) per night, Civitans can book a single or double room, complete with breakfast for two each morning.

**FOR MORE INFORMATION, CLICK HERE [TALLINN, ESTONIA](#)**