

**President's message****ART RILEY**  
KIWANIS INTERNATIONAL PRESIDENT

Happy New Year! As we turn the page from a difficult 2020, we face a question: What will the Kiwanis footprint be in 2021? Clubs, districts and members have countless chances to make a positive impact on their communities.

As you contemplate your New Year's resolutions, I encourage you to consider how you will leave a positive footprint.

It's essential that every member participate in Kiwanis' growth efforts. There are distinct ways to contribute. You can help open a new club. You can coach a club that wants to change its focus. You can ask a prospective member to join a service project.

Growth efforts also matter inside your own club. For example, encouraging members to become more active or assume new responsibilities. A club can also build a membership as diverse as the community it serves — and empower new

members to contribute ideas and participate in leadership.

In fact, Kiwanis will put an emphasis on leadership in 2021. Kiwanis Amplify is an exciting new initiative that will elevate Kiwanis as a leadership-development organization. This will strengthen Kiwanis leadership and equip Kiwanians to assume community leadership roles. I hope you make it a point to join in on this initial year of Kiwanis Amplify or sponsor another Kiwanian to participate.

And remember: A positive foot-print is not limited to growth and leadership. Your talents are needed in assisting Kiwanis Youth Programs, mentoring youth, building Kiwanis partnerships, promoting the image of Kiwanis, expanding service and helping Kiwanians navigate technology.

In the year ahead, Kiwanis must work to lessen the effects of the pandemic. Let's plant foot-prints that will transform our organization as we serve a new generation of children.

**Executive perspective****STAN SODERSTROM**  
KIWANIS INTERNATIONAL EXECUTIVE DIRECTOR

We were destined to accomplish great things in 2020. The global economy would keep growing. Global health initiatives would keep reaching people. Kiwanis club membership would keep growing in much of the world.

Instead, we got a global pandemic. An economic crisis. Forest fires and hurricanes. And the loss of so many family members, friends and neighbors.

But in a painful year, we also saw the truth in that adage about dark clouds and silver linings. As we move into 2021, I think that's a cause for optimism.

For one thing, we've found new ways to connect. Online platforms have empowered us. (I know I've learned new things about my computer.) And we rethought Kiwanis club events and activities. We discovered new ways to meet, serve and raise

money. One-third of clubs even reported increased meeting attendance. Some were able to reach out to new speakers.

Kiwanis International adjusted too. Our conventions and conferences moved online, and we found that we could indeed operate more efficiently and with less cost.

Now consider what can't be measured with numbers or computers. We appreciate certain people more — especially first responders and healthcare workers. We value friendships and working relationships more highly. And we remember how important service and volunteerism are.

In this issue, you'll see some of those silver linings. So here's to our successes and the lessons we learn from them. Here's to how much Kiwanis means in our communities and our lives. Here's to a better year ahead!