

KEY CLUB

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Missouri-Arkansas District of Key Club International



**76th Annual
District Leadership Conference
March 13-15, 2025
Springfield, Missouri
INFORMATION PACKET**

District Administrator's Welcome



Dear Key Club Advisor's and Key Clubbers,

Your Missouri Arkansas Key Club District Board has been working diligently to plan this year's 2025 District Leadership Conference. We hope you find it to be a fun, educational and inspiring celebration of another Mighty MO-ARK District Year. Please make plans to attend the 76th Annual Missouri Arkansas Key Club District Leadership Convention on March 13-15, 2025 at the University Plaza Hotel in Springfield Missouri.

All necessary forms will be available online at our District Website (www.moarkkeyclub.net). Online Forms can be filled out by clicking the buttons on the website. PDF forms on the website only need to be printed and turned in at DLC, unless otherwise specified.

Those that register their attendees by the early deadline of February 1st, can have its name printed on the back of the t-shirts and receive shirts by the size requested, without having to stand in the shirt line to receive one.

We are excited to announce that this year's hands-on service project will be creating care kits for the Convoy of Hope. More instructions on what to bring for this project will follow in this packet.

District Leadership Conference (DLC) is a great venue for exchanging ideas, meeting new people and renewing friendships. It is also where we elect our leadership for the upcoming year. If you have students who are great leaders, consider encouraging them to run for Lieutenant Governor or a higher office. We are also looking for an individual who has outstanding writing, publishing, and graphic design skills to serve as District Bulletin Editor or the District Webmaster. If you have students who are interested, please encourage them to contact the Governor at moarkkeyclubgovernor@gmail.com.

Your students love seeing their club on the big screen at DLC. Please be sure to submit, by email, up to 15 photos of your club in action. Photos should be saved with your club name for ease of identification. Photos should be emailed to the District Secretary at moarkkcsecretary@gmail.com. These will be shown at various times during the general sessions.

Your hard work and support of Key Club is truly appreciated. If you have any questions, please feel free to contact me. See you in Springfield!

Cheryl Anderson, District Administrator

26000 E 99th St.

Lees Summit, MO, 64086

816-550-3246

clanderson8247@sbcglobal.net

General Information



Conference Dates

Thursday, March 13th - Saturday, March 15th, 2025

Location

University Plaza Hotel
333 S John Q Hammons Parkway
Springfield, Missouri 65806
417.864.7333
www.upspringfield.com

Conference Registration

To pre-register for the 76th Annual Missouri-Arkansas District Leadership Conference, please use the conference registration form, *Conference Registration 2025*. Registration cost is **\$115 per person**, including Faculty Advisors, Kiwanis Sponsors, Kiwanians and guests. Registration cost includes dinner Thursday evening, Friday breakfast and lunch, and Saturday breakfast. Dinner Friday evening is on your own. On time registration will also guarantee t-shirt sizes for conference attendees.

Registration deadline is **February 1, 2025**. A check or school purchase order should be mailed to the District Administrator. Payment for purchase orders is expected prior to or at the time of check-in. We do not have provisions for accepting credit cards. The purchase order/check must be mailed to **26000 E 99th St. Lees Summit, MO, 64086**. Any club which has failed to pay International or District dues is not eligible to attend the District Leadership Conference. Delinquent dues must be paid prior to registration. Each Key Club must have an accompanying adult, either Faculty Advisor, Kiwanis Sponsor, or parent registered and in attendance. It is mandated that there be at least one adult for every ten students attending. All clubs must room at the conference hotel.

Using Fillable Forms

Most forms are in a virtual Google Forms format. The forms for the 2025 DLC are linked to those forms for more context. Other forms (such as the annual achievement forms) are only due at DLC if otherwise specified. If the due date is before DLC please email them to either moarkkeyclubgovernor@gmail.com or moarkkcsecretary@gmail.com.

Refund and Cancellation Policy

No refunds will be given, but substitutions are allowed

Hotel Registration

Hotel registration will be handled directly by the University Plaza staff. Rates have been negotiated at approximately \$105.00 per night, per room, with applicable taxes (total will be \$122.85) with up to four (4) occupants per room. University Plaza phone number is listed above. **Room registration deadline is February 15, 2025**. After this date, the hotel will release rooms to the general public. Please inform the hotel that you are with the Missouri-Arkansas Key Club District Conference to ensure the negotiated rate. Please ensure that your hotel registration form listing guests in each room is also faxed to the hotel at 417.813.5893 to ensure a smooth check-in process.



Arrival and Check-In Procedures

Conference registration will begin at **2:30 pm on Thursday, March 13th, 2025**. Please check the information board at the front entrance of the hotel for registration location.

Rooms may not be ready at the time registration begins. Please plan to leave your luggage on the bus until the rooms are ready. You may also use the alternate lobby on the north side of the hotel if you need to unload your students and luggage. Please do not leave luggage unattended.

At conference check-in, you will need to:

- Pay any outstanding balances;
- Turn in signed copies of Medical Releases and Code of Conduct for each member;
- Turn in Service Agreements for any candidates running for office;
- Turn in the following contest entries:
 - Annual Achievement Report
 - Year in Review Award
 - Show-Your-K

Medical Release Forms

All Key Club members attending the conference must have a signed medical release form. Medical forms no longer need to be notarized following standard practice by Key Club International. This form must be presented at the conference registration table upon arrival at the conference. Three (3) copies of the form are required for every student in attendance. The Faculty Advisor, or their representative, should present one set of forms at the registration table on Thursday, March 13, 2025. One set of forms will be retained by the District throughout the conference. One set of all forms are to be retained by the Faculty Advisor or Designated Chaperone at the conference and the attendee is to carry a copy of their form with them at all times.

Code of Conduct and Dress Code

All Key Club members and adults are expected to abide by the **Code of Conduct and Dress Code**. Advisors: Please review these two codes with your students. They will be strictly enforced. Registration at this conference indicates your knowledge and acceptance of the Code of Conduct and Dress Code. You must submit a signed (by both attendee and parent) copy of the Code of Conduct for each member attending.

Any Code of Conduct or Dress Code infractions will be reported to the Conference Office and appropriate action will be taken, including possible dismissal from the conference. Major infractions will be reported to your sponsoring Kiwanis Club, your school officials and to parents of attendees. No person will be entitled to a refund of registration if dismissed from the conference.



Club Delegate Registration

Registration of club delegates should be made using the **Certificate of Election for Delegates**. Each club is entitled to two (2) voting delegates and two (2) alternates.

Club Officer Training

Training for new club officers will be held during the Leadership Conference. Please elect your club officers for the 2024-2025 Key Club year prior to the District Leadership Conference. Training for Presidents, Vice-Presidents, Secretaries and Treasurers will be held during forums on Friday. **Please complete the Certification of Club Election form and turn in during registration.**

Forums

If your club is interested in conducting a fun or educational forum be sure to email moarkkeyclubgovernor@gmail.com. Please note the deadline for submission is **January 10, 2025 at 4:00 pm**. Be sure to include a phone number and email address. We will contact you and let you know if you have been selected to present by January 18, 2025.

Conference Program Book Advertising

In an effort to keep costs down for conference attendees, we offer advertising in the Conference Program Book. This is a good opportunity to recognize your club for their service, officers for an outstanding job, advisors, or to promote a candidate for office. Please consider purchasing an ad in the conference book or asking your Kiwanis Club or other area businesses to purchase an ad to help keep registration fees low. Use the ad form (on the website under registration forms) to submit information to Cheryl Anderson, clanderson8247@sbcglobal.net. All ads purchased will be in the printed program, will appear in the conference app and will be shown on the big screen to all conference attendees during general sessions.

Payment should be sent directly to Cheryl Anderson, District Administrator, at 26000 E 99th St, Lees Summit, MO 64086. Please direct any questions to clanderson8247@sbcglobal.net.

Hands-On Service Project - Care Kits for Convoy of Hope

The MOARK board is proud to announce that this year's service project is Care Kits for Convoy of Hope! During this service project we will be creating handmade care kits. The care kits will be donated to the local Convoy of Hope so supplies and resources can go to those in need.

- Materials to Bring:**
- Diapers
 - Baby Lotion
 - Diaper Cream
 - Baby Wipes
 - Baby Shampoo
 - Baby Washcloth

District Officer Candidate Information

District Executive Board

The District is looking for well qualified candidates to serve as Governor, Secretary, Treasurer, Bulletin Editor, and webmaster. The Governor, Secretary, and Treasurer are elected by delegates at conference. The Bulletin Editor and webmaster are appointed following a submission of a portfolio/resume and an interview. Interested candidates should review the respective service agreement for duties and the calendar for mandatory meeting dates. If you have questions about any of these positions, please contact District Administrator, Cheryl Anderson or District Governor, Aarush.

District Executive Board Candidate Procedures

Candidates for Governor, Secretary, and Treasurer will be required to attend a candidate meeting on Thursday evening of the conference. Procedures and rules will be reviewed and questions will be answered at this meeting.

Nominations for Governor, Secretary, and Treasurer will be accepted at General Session 1 on Thursday evening of the conference. All candidates must be nominated at the first general session and participate in the Friday morning caucus.

All candidates for District Office are responsible for having a Key Club member nominate them during General Session 1. That member does not have to be from their home club. The candidate should be prepared to accept the nomination in an acceptance no longer than one minute.

All candidates must appear at the Friday morning caucus. They should be prepared to present a speech not to exceed five minutes and allow three to five minutes for questions. They will also appear before the House of Delegates and should be prepared to present a speech not to exceed five minutes and allow three to five minutes for questions. The House of Delegates speech can be the same or a different speech presented, depending on the candidates preference.

No campaign flyers, posters, or other materials may be distributed to conference attendees or posted at or before the conference. This includes social media posts, campaign rallies, etc. Candidates should prepare and submit biographical and platform information for the conference program, which is distributed to attendees.

Candidates for Governor, Secretary, or Treasurer are permitted two pages in the conference book to promote their candidacy. Page size should be 5 1/2" x 8 1/2" with 1" page margins. The page should contain facts that will inform the reader about:

- Position you are seeking
- Elected or appointed offices held in Key Club at local and district level
- Other activities/offices held in high school
- Extracurricular activities
- Awards/honors
- Platform
- Biographical information
- Photo of candidate
- Involvement in Key Club at district or local level

Any candidate not complying with rules as set forth in this packet or at the Candidates Meeting may be disqualified from running for office.

Conference officials will ban any election material that is not considered proper according to the standards set forth.

The Missouri-Arkansas District requires that a Key Club member relinquish any other Key Club positions that they may hold should they be elected to a District Office. This includes any Club or International office.

District Officer Descriptions

District Bulletin Editor

The District Bulletin Editor is an appointed position. Interested candidates should have strong writing and desktop publishing skills. The Editor is responsible for publishing the official district publication, The KeyWay, submitting regular articles for inclusion in the Kiwanis Networker and newsletter, and producing the District Leadership Conference program. Candidates wishing to interview for the position should attend the Candidates Meeting and bring a resume and portfolio of their work.

District Webmaster

The District Webmaster is an appointed position. Interested candidates should have strong website editing and social media skills. The Webmaster is responsible for updating our website and social media pages, and serving as the committee chair for our technology committee. Candidates wishing to interview for the position should attend the Candidates Meeting and bring a resume and portfolio of their work.

Lieutenant Governor

Each Division will conduct a caucus to elect their Lieutenant Governor for the upcoming year. Those wishing to be a candidate for Lieutenant Governor should carefully review the duties of the Lieutenant Governor and the calendar of dates of required meeting attendance. Candidates should appear at their Divisional Caucus on Thursday evening and announce their intentions. Candidates should be prepared to give up to a one minute speech and be prepared to answer questions. Remember that your division is only as strong as your Lieutenant Governor. Please encourage your best students to run for office.

Required Forms

All candidates for office should bring their respective **signed Service Agreement, District Calendar, Policies Governing Reimbursements, and Code of Conduct** with them to conference. The Service Agreement and Calendar requires signatures of the individual, a parent, and school principal. Reimbursement forms require the signature of the individual and parent.

Contest Information

General Contest Information

Contests that require advance submission should be submitted no later than the due date stated. Late entries will not be eligible for judging.

Questions can be directed to moarkkcsecretary@gmail.com

Please ensure that supporting documentation is properly labeled (with chapter name and contest information). If your items are not properly labeled and securely attached it can become difficult to determine who submitted what. Your cooperation is greatly appreciated.

A copy of a receipt or canceled check is sufficient proof of any donations made.

Achievement Award

All clubs are required to file the Annual Achievement Report per Key Club International guidelines. **Clubs must submit the Annual Achievement Report to be eligible for all other awards.** Trophies will be presented to schools designated as Distinguished and Diamond clubs based on their Achievement Report. Please note that the Achievement Report form was changed in 2019. Clubs are no longer penalized on the scoring for not having a sponsoring Kiwanis Club. Be aware that not having a sponsoring Kiwanis club is an official designation by Key Club International. Having a Kiwanis Club not actively involved does not warrant the designation. This report should be emailed by the deadline listed prior to the conference.

Single Service

Key Clubs compete with other similar sized clubs using the Key Club International Single Service Report form for the current year. Membership divisions are Bronze (35 members or less), Silver (36-60 members), Gold (61-85 members), and Platinum (more than 85 members). First and second place trophies are awarded in each membership division. The first place winner in each division is also eligible to compete at the International level. This report should be emailed by the deadline listed prior to the conference.

Major Emphasis

First and second place trophies will be presented to the Key Club that has produced the best Major Emphasis project. The first place entry will be eligible to compete in International competition. To fulfill the mission of Major Emphasis, Key Club serves children in many ways. Members participate in the hands-on service initiative, and fundraise for Key Club International partner organizations: Children's Miracle Network (CMN), March of Dimes, UNICEF, and the Thirst Project. Entries should be accompanied by the Major Emphasis Award form and emailed to the address listed on the prior page by the deadline listed.

Contest Information

Public Relations

Key Clubs who meet the criteria for the Public Relations Award and submit the proper documentation are eligible for the Public Relations Award. Entries with the appropriate supporting documentation should be submitted using the Public Relations Award form. Please ensure that all documents are properly labeled (with chapter name and contest information) and securely attached to a single pdf. Please see the public relations digital form for more context.

Member of the Year

Each club in the Missouri-Arkansas District is entitled to declare a Member of the Year. No member of the District Board is eligible for this honor. Each declared Member of the Year will receive a Key Club ribbon to display on their conference name badge, a certificate, and will be formally recognized during the conference. The form should be emailed by the listed deadline with a photograph of the member.

Distinguished Officer

The Distinguished Officer Award criteria has been updated this year. A new point system has been established, with officers meeting the required point value being awarded Distinguished status. Club Presidents, Vice-Presidents, Secretaries, and/or Treasurers are eligible. A subjective review by the Faculty Advisor is also required. Use the appropriate form and email the entry by the deadline listed.

Outstanding Faculty Advisor- Outstanding Kiwanis Sponsor

Faculty Advisors and Kiwanis Sponsors may be nominated by their respective Key Club for the Outstanding Faculty Advisor and/or Outstanding Kiwanis Sponsor awards. Nominees should have a minimum of five years of service in their respective position. An individual is only eligible for this award one time. These nomination forms require signatures of Faculty Advisor, Principal, or Kiwanis Club President along with two letters of recommendation from individuals specified on the entry form. These award forms should be emailed to the address listed by the listed deadline.

Key of Honor

A Key Club may also nominate any adult for the Missouri-Arkansas Key Club District Key of Honor. This is the highest honor bestowed by the District. Nominees should have a minimum of five years of service to Key Club. Signatures of the Key Club president and Principal or Kiwanis President are required along with three letters of recommendation. Form should be emailed by the listed deadline.

Contest Information

Contest Entries Submitted at Conference

The following contest entries are to be submitted during registration at the District Leadership Conference. Questions should be directed to moarkkcsecretary@gmail.com

Oratory Contest

The topic for this year's oratory has not been announced at this time. The oratory form will be updated once the topic is released. It will also be announced on the Mo-Ark Key Club Instagram page. Certificates will be awarded to the top three competitors. In addition, the top-scoring competitors will present their speech during the Recognition Session and receive a trophy.

Year-In-Review (Scrapbook)

Clubs are encouraged to enter a scrapbook containing pictures, souvenirs, newspaper clippings, and other mementos of the Key Club year from the 2024-2025 DLC periods. The scrapbook should be accompanied by the Year-In-Review cost sheet. Entries can be submitted in either Traditional or Non-Traditional, but not both. First and second place trophies will be awarded in each category and are eligible to compete in the International competition. Winning clubs are responsible for submitting their own scrapbook to competition at the International Convention. This form is not digital, and will be turned in at the conference.

Talent Contest

Entry forms for the Talent Contest are to be turned in during registration at the conference. Entry forms will not be accepted at auditions. Individuals or groups (students only) may audition to be one of the acts chosen to perform at the Recognition Session. An entry may take any form as long as it is entertaining and is in good taste. The only judging that will take place is to select the acts to perform. All props must be furnished by the contestant(s). Audition times will be announced in the Conference Program.

Club Poster

The Club Poster Contest is divided into Non-Digital (original, hand-drawn) and Digital (computer-generated and printed) categories. Each club may enter only one category. Trophies will be awarded to first and second place entries in each category. The first place winner in each category will be eligible to compete in the International contest. Poster contest winners are responsible for submitting their winning entries to Key Club International.


Video Contest

The District Video Contest will follow the guidelines of International. Videos should be promotional of the organization as a whole and not an individual club. The first place entry will be eligible to compete in the International contest and will be submitted by the District.

Show Your K Contest

The Show Your K Contest is a District only contest. Each club may enter their 2024-2025 club t-shirt for judging based on overall design, creativity, promotion of club, and adherence to brand guide standards. Clubs should submit a shirt along with the entry form at registration.

Advisor's Conference Checklist



Thank you for arranging to bring students to the leadership conference. The following has been prepared to help you know when and to whom various items are to be submitted. We can't wait to see you again!

Hotel Room Reservations must be made through the hotel registration desk on or before **February 15, 2025**. Contact the University Plaza Conference Center directly at (417) 864-7333 to make your room reservations. You should fax your room reservation form to the hotel at (417) 381-5893 so they can ensure that students are assigned to rooms properly. This will expedite your check-in process.

All Items due by February 1, 2025, unless otherwise noted.

Send the following items to: District Administrator Cheryl Anderson, 26000 E 99th St. Lees Summit, MO, 64086

School Purchase Order or check to cover registration of all attendees

Send the following items to: moarkkeyclubwebmaster@gmail.com

District Officer Candidate pages-if one of your students is running for District Governor, District Secretary, District Treasurer, or International Endorsement

Items to bring with you to conference:

- Service agreements and calendar agreement for any candidates running for office
- Medical Release Form and Code of Conduct for each member in attendance
- All PDF contest forms