

The Heart Line: Taking the Pulse

Covering Volunteerism and Service Throughout the Commonwealth

October 2009 Edition

Welcome

Welcome to the October edition of the Heart Line newsletter, a publication by the Kentucky Commission on Community Volunteerism and Service (KCCVS).

With another successful AmeriCorps Launch behind us and the fall now upon us, that means it's time for Make A Difference Day! Learn more about the Kentucky initiative as well as a good reason to avoid those dropping temperatures and curl up in front of the TV. You also have the opportunity to learn more about Commissioner Bobby Rorer, read a review of the Launch and one about a book that can help you become more productive without adding more stress.

Please do not hesitate to contact us if you have questions about any of our community service programs, such as AmeriCorps, the Governor's Volunteer Awards, the Volunteer Insurance Program, or the Volunteer Recognition Program. The KCCVS has transitioned to an electronic newsletter. To have information delivered directly to your inbox, please sign up for our e-mail distribution list by sending your contact information to kccvs@ky.gov.

iParticipate

The Entertainment Industry Foundation (EIF), the leading Hollywood charity, has mobilized the entertainment community around a groundbreaking initiative designed to inspire a new era of service and volunteerism. This multiyear campaign, called "iParticipate," is intended to make service a part of who we are as Americans and show what we can achieve when we all pull together.



As a centerpiece for this initiative, EIF has enlisted major broadcast networks, including ABC, CBS, FOX and NBC, for an unprecedented, weeklong television event **beginning Monday, Oct. 19**. Tune in to seven days and nights of television and watch how your favorite TV shows and personalities shine a light on the power of community service.

EIF has also produced a series of public service announcements to reinforce the importance of volunteerism. Through these PSAs, EIF will also recognize and encourage support for five key areas of service: Education and Children, Health and Well Being, Economic Development, Environmental Conservation, and Support for Military Families.

The shows that will feature volunteerism during the week of Oct. 19 include:

- ABC's "All My Children," "America's Funniest Home Videos," "Brothers and Sisters," "Castle," "Cougar Town," "Dancing With The Stars," "Desperate Housewives," "Extreme Makeover: Home Edition," "Flash Forward," "General Hospital," "Good Morning America," "Grey's Anatomy," "Hank," "Jimmy Kimmel Live," "Modern Family," "One Life To Live," "Private Practice," "The Forgotten," "The Middle," "The View," and "Ugly Betty."
- CBS' "Cold Case," "Criminal Minds," "CSI: Miami," "CSI: NY," "Gary Unmarried," "Ghost Whisperer," and "Numb3rs."
- FOX's "America's Most Wanted," "Bones," "Brothers," "COPS," "So You Think You Can Dance," and "Til Death."

- NBC's "30 Rock," "Access Hollywood," "Community," "Days of Our Lives," "Heroes," "Parks and Recreation," "The Biggest Loser," "The Office," and "The Today Show."

For more information on EIF's iParticipate initiative, visit www.iparticipate.org.

Make A Difference Day 2009

By Shannon Ramsey, KCCVS Media and Publications Specialist



**MAKE A
DIFFERENCE DAY**
NATIONAL DAY OF DOING GOOD



Make A Difference Day is one of the most widely observed national days of helping - a celebration of neighbors helping neighbors in which everyone can participate. Created by USA WEEKEND magazine, Make A Difference Day is an annual event observed on the fourth Saturday of October. This year, Make A Difference Day falls on **Saturday, Oct. 24**.

The KCCVS traditionally sponsors a campaign to collect as much non-perishable food as possible as part of its Make A Difference Day observance. Collected food is donated to food pantries and emergency feeding centers in the communities where the food is collected.

KCCVS is sponsoring one food drive involving our Kentucky AmeriCorps programs, another among Cabinet for Health and Family Services' community-based service regions and one among state government cabinets.

Governor Steve Beshear and First Lady Jane Beshear invited all state employees to participate. This is the first year for the state government cabinet competition and Governor and Mrs. Beshear are encouraging a good-natured rivalry among cabinets.

"The name of this effort really says it all," Gov. Beshear said. "The Make A Difference Day food drive will help so many Kentuckians through the hardest and coldest part of this winter. Participating groups are helping food banks and families right in their own communities."

Not only will the winning program, region and cabinet earn bragging rights for a year, but they will receive a special Make A Difference Day Traveling Award, which remains with the winner for one year and travels to reside with each successive winner. If a program, region or cabinet wins the award three consecutive years, it is theirs to keep. The award is presented in the spring at the annual Governor's Awards for Outstanding Volunteer Service.

During the 2008 Make A Difference Day Food Drive, **71 tons** of food were collected and distributed to local food pantries and emergency feeding centers - enough food to feed 283,880 Kentuckians an 8-ounce serving.

In 2008, more than 104,000 ounces of food was collected by the DCBS service regions - enough to feed more than 13,000 Kentuckians. The Eastern Mountain Service Region collected the most food, reporting almost 65,000 ounces collected by the region's 496 employees.



In 2008, more than 2,138,500 ounces of food was collected by the Kentucky AmeriCorps programs - enough to feed more than 267,000 Kentuckians! Morehead State University's MSU Corps won the challenge - collecting more than 878,000 ounces. They were followed closely by The Learning Corps, who collected more than 841,000 ounces and were awarded for their program's outstanding performance for three successive years.

Learn more about the KCCVS Make A Difference Day 2009 initiative at <http://chfs.ky.gov/dfrcv/kccvs/madd2009>. Learn more about the national effort at www.usaweekend.com/diffday.

Commissioner Spotlight: Bobby D. Rorer

By Shannon Ramsey, KCCVS Media and Publications Specialist



Governor Steve Beshear appointed Bobby D. Rorer to the Kentucky Commission on Community Volunteerism and Service in 2008.

Born and raised in Cynthiana, Rorer now resides in Lawrenceburg with his wife of more than 40 years, Dana. The couple has one son, Kenny, and two grandchildren. Rorer is retired with 38 years of service in the highway and bridge construction industry, where he served primarily as a heavy equipment operator and foreman. Serving three years in the Army Reserves, Rorer was a heavy equipment operator for the 871st Combat Engineers during World War II.

Rorer is a member of the Anderson County Chamber of Commerce, Anderson County American Legion, Kentucky Beef Cattleman's Association, International Union of Operating Engineers Local 181 and Salvisa Baptist Church.

He is very active in his church and enjoys reading the Bible. Rorer credits his church as one of the major influences in his life, along with his wife, Franklin D. Roosevelt and his experiences during WWII.

A hardworking and honest man, Rorer also values these qualities in others and this is one of the reasons he enjoys supporting the AmeriCorps program through his role as a commissioner.

"AmeriCorps members perform the kinds of services we need in this country, and especially in Kentucky," Rorer said. "I'm honored to be a part of a program that rewards these types of people with help to go to college."

One of Rorer's favorite activities is to visit AmeriCorps programs and talk with members individually. In fact, he would rather be out doing that than participating in the quarterly commission meetings.

He has a social magnetism that draws people to him and if that doesn't work, he'll draw you in physically with one of his characteristic hugs.

KCCVS welcomes Rorer's spark and zeal for the AmeriCorps programs and members. We appreciate the important role he plays in the commission.

2009 Kentucky AmeriCorps Launch

By Shannon Ramsey, KCCVS Media and Publications Specialist

The AmeriCorps Launch was a little different this year. The program year kickoff and training event for Kentucky AmeriCorps members was held on Oct. 1-2 in Lexington instead of Frankfort for good reason. Kentucky has additional AmeriCorps members due to the American Recovery and Reinvestment Act and we outgrew our previous venue.

Another change was having the member induction ceremony at the hotel instead of on the steps of the Kentucky State Capitol, but that did not curb the enthusiasm of the more than 300 first- and second-year



AmeriCorps members as they took a pledge to get things done in Kentucky. KCCVS Commission Chair Aaron Anderkin led the program directors and members in the pledge.

Members, assigned to one of 13 AmeriCorps state programs serving 115 counties, will help address unmet, local human service needs. About one-third of the members in this year's class are second-year members. CHFS Secretary Janie Miller welcomed the new and returning AmeriCorps members to the program.

"AmeriCorps members truly make a difference, and I am proud of the enthusiasm and zeal these members bring to their service in Kentucky," she said. "Our AmeriCorps programs have grown each year as more Kentuckians choose to contribute to their communities in these difficult economic times when the need is even greater."

The launch began with a bang with an opening plenary featuring Jay McChord, former UK mascot and motivational speaker on leadership and generational communication. Another memorable session was the closing plenary with Hasan Davis, a nationally recognized performer, youth advocate and motivator. Members left the launch energized and ready to serve.

This year's event also featured training sessions on mentoring, digital citizenship, volunteer recruitment and retention, disabilities awareness, working with the media, organizing and making the most of one's service year, disaster preparedness, reporting abuse, personal safety, creativity and teamwork.

"The sessions gave us a time to learn and have fun at the same time," one member commented.

The AmeriCorps members enjoyed networking with members of other programs and learning how AmeriCorps is growing in Kentucky. As a new project this year, members signed their name on a giant map of Kentucky in the county where they are serving – a visual of how they are part of the bigger picture of AmeriCorps in Kentucky, and just how many members there are.



Members ranging in age from 18 to 73 signed on for a year of service to their communities and received training to equip them to fulfill their service assignments. In addition to performing community service tasks, members also recruit local volunteers to help ensure programs and progress continue after members complete their terms of service.

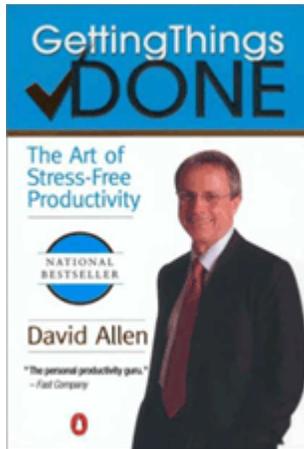
Eileen Cackowski, executive director of the KCCVS, said that Kentucky AmeriCorps members continue to prove the value of community service in meeting even the most serious social, academic and preparedness challenges.

"Faced with challenges, they persevere and overcome, reaching out to their fellow Kentuckians with direct service, compassion and care," Cackowski said. "AmeriCorps members help elderly people remain in their homes, learn and train others to respond in the event of emergencies, help at-risk students catch up and even surpass their academic peers and, perhaps most valuable of all, they offer an ear to listen and a strong desire to help that inspires and appeals to others seeking a way to serve."

The KCCVS would like to thank our training officer, Melissa Newton, for her hard work organizing a great event. We wonder what she will come up with next year!

Getting Things Done: The Art of Stress-Free Productivity by David Allen

By Melissa Newton, KCCVS Training Officer



In the opening paragraph of his book, *Getting Things Done: The Art of Stress-Free Productivity*, David Allen promises, "It is possible to be effectively doing while you are delightfully being, in your ordinary workaday world." Allen's main purpose for writing this book was to teach readers to be optimally efficient and relaxed at any time, under any circumstances.

Part 1 of *Getting Things Done*, or GTD as it's widely known, describes the philosophy behind Allen's system, beginning with the idea that our work no longer has clear boundaries. Our jobs keep changing and the old models of organization and time management are insufficient to accommodate today's employees' needs. Allen makes a clear argument for finding another way to achieve a relaxed, productive state of mind. He suggests keeping everything out of your head, deciding on actions and outcomes when things first emerge on your radar and regularly reviewing and updating the complete inventory of "open loops" in your life and work.

In part 2, Allen moves on to discuss full-scale implementation and best practices, including "tricks" to implement the system, whether you do it all-out or casually. He describes the tools, space and steps to ensure you can corral your "stuff," generate your next-actions list and begin project planning.

Allen says GTD is not intended to add more to the plethora of modern success theories. Rather, he attempts with his book to define proven methods that don't change with the times, and when applied correctly and consistently, always work. Allen's book is a road map to the positive, relaxed focus that characterizes our most productive states. The book is a reference tool to get back to that state whenever we have the need.

I have implemented many of the suggestions in this book and find them very effective. I highly recommend this book to anyone trying to be more productive and efficient in his or her everyday life.

"Never underestimate what a simple gesture can do. It is the little things that you do that make a big difference in other people's lives."

- Catherine Pulsifer

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