

Kiwanis International - 2023 Convention CKN Participation Report

Prepared by Vic Legerton on October 1, 2024

Judi and I attended the Kiwanis International convention in Minneapolis, MN during June 20 to 24, 2023. We personally paid for our driving, lodging and meal expenses amounting to about \$2,000 and CKN paid for the exhibit registration fee of \$700.

The exhibit hall at the convention center was open Wednesday afternoon and evening and from 8:00 am to 5:00 pm on Thursday and Friday. We were assigned an ideal location near the entrance to the hall and directly across from the large space occupied by the Kiwanis Children's Fund who awarded CKN the \$20,000 grant that funded nearly 1,000 Moozie Program Kits during 2023.

There were about 500 of the 2,000+ Kiwanians attending the convention who stopped at our booth to learn about CKN and Moozie and given a MCW#3 book, postcard and sticker. 119 registered as CKN ambassadors representing 23 nations, 37 different states and 4 Canadian provinces.

The presence of Moozie as attendees passed our exhibit to get to lunch on Friday drew the largest crowd and many photos with Moozie.

The experience was very successful and resulted in some valuable partnerships and collaborations including Jim Tomaszewski with Lil' Iguana Children's Safety Foundation, Dr. Valarie Brown-Klingelhoefler with Kiwanis Connect and Kiwanis Club of Literacy, a Kiwanian from Martinique who volunteered to translate CKN assets to French and a Kiwanian from Nepal who volunteered to translate CKN assets to Nepali.

We considered the audience to be ideal for CKN and recommend it be repeated in the future. The 2024 convention in Denver was during the week of July 4th and had a smaller attendance and fewer exhibitors. Therefore we did not commit to attend. The June 25 to 28, 2025 convention in Pittsburgh, PA and we do recommend exhibiting again.