

Summer 2011

# KEYnotes

FAITH \* TRUST \* FORTITUDE \* WISDOM



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## ✧ A note from the Vice President ✧

*2009-2011 officers were elected at the 2009 National Conference. We will be highlighting an officer in each KeyNote through the year.*

**GRETCHEN SMILES, TRUMAN STATE UNIVERSITY '09**

I hope the end of summer vacation finds you well! In June, I had the opportunity to work with Habitat for Humanity in Alaska for two weeks and was able to do a few more service trips during my time off this summer.

After graduating from Truman State University and leaving behind my Cardinal Key chapter, I now find myself living in Chicago. I have finished my first year of teaching 7<sup>th</sup> and 8<sup>th</sup> grade Special



Education at a middle school just outside the city. I can't believe that I have already completed a whole year! Each day brings me new and challenging situations. There is never a day that I am bored! It is strange to be "the teacher." I am the one that students and other teachers are turning to with questions and problems. Some days, I still want to look around and see who is in charge.

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### Chapter Highlight

**Emory and Henry College  
Emory, Virginia**

20 members  
all women

**Favorite Service Event:** We hope to do a JDRF walk in the fall, and "Up Until Dawn" on campus.

**Something Unique to E&H CK:** We have a very close relationship with our Blue Key Chapter, doing many service activities with them, and even attending their Conferences!

**Best Fundraising:** "Phone-a-Thon"

**Favorite Social Event:** Hosting Homecoming Activities.

**Thoughts on the National Conference:** We are rebuilding and trying to grow beyond a group that just meets once a week. We want to be involved and make a difference, and want to chat with other chapters for suggestions and advice!



PUT  
YOUR

CHAPTER'S  
PHOTOS

HERE!

EMAIL THEM,  
WITH CAPTIONS:  
[nationalcardinalkey@gmail.com](mailto:nationalcardinalkey@gmail.com)

## Recruitment

*The more you lose yourself in something bigger than yourself, the more energy you will have.  
~ Norman Vincent Peale*

I can remember the night that I learned I was selected for Cardinal Key like it was yesterday. Becoming a member was something that I had been looking forward to for months. Cardinal Key had a strong presence on the Truman Campus and I, along with about 14 other women, decided that we wanted to be a part of this organization.

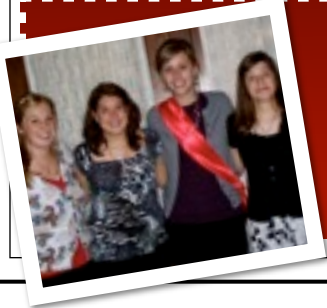
Recruiting new members is a crucial aspect of Cardinal Key; new members are the key to the continuation of the organization. However, we have things working against us: new members must have sophomore status to join; some of our chapters have a one-year only membership & those with longer tenures (allowing members to remain active the rest of their college career), only have members for two or three years! With turnover so rapid, it is essential to recruit members who are committed.

One of the most important aspects to recruitment is creating a strong CK presence on campus. When students see members active on campus and in the community, it will spark their interest. So how do we do that? Undertake service projects that occur on the campus, have recognizable apparel, honor new members in a visible way. Whatever method, a strong campus presence is instrumental to gaining new members.

It is vital to publicize recruitment through a variety of means, and as early as possible. Create a theme and use: posters or banners on campus, email, Facebook, websites, etc. Set up tables in high (foot) traffic areas to provide students with information and applications. Some chapters send letters to all the students who qualify, others solicit faculty recommendations. These letters can sometimes be followed up with formal or informal visits.

Recruitment is different on every campus due to size and traditions, but all of our chapters must be creative in attracting potential new members. Just never underestimate the impact that current members of Cardinal Key have on the recruitment process. Reaching out to individuals to invite them, and talking about CK on a regular basis is a huge part of recruitment. Successfully recruiting new members who are passionate and committed to the organization will help ensure the continued success of Cardinal Key on your campus.

Whether you're struggling and need help, or have successful recruitment ideas to share, we'd love to hear from you! Email us ([nationalcardinalkey@gmail.com](mailto:nationalcardinalkey@gmail.com)), or [tell us on facebook!](#)



### National Officers

Gretchen Smiles, Vice President; Janel Buchta, Parliamentarian;  
Baillie Cloyd, President; Stephanie Zahourek, Secretary



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During college I was consumed with serving the community through Cardinal Key. I enjoyed participating in activities such as “Coupon Cutting,” Highway Cleanup, and playing games at the local nursing home. I now find opportunities to serve in this manner much more challenging. In addition, the amount of time I have to serve the community is significantly less due to work. Recently I have come to realize that serving just looks different in my life post-college. Service in my life now takes the form of serving my students, coworkers, and family. I have the opportunity to serve the people that I interact with on a daily basis. I also

must be more intentional in seeking out opportunities to serve the community. This year I have become a leader at a local high school youth group as well as volunteering with a Sunday School class for kids with disabilities at my church.

I will always be Cardinal Key in my heart even when I am not active in a chapter, which means I will always be committed to service.



~ Gretchen

**Registration is Now Open!**

## **2011 CARDINAL KEY NATIONAL CONFERENCE**

**NOVEMBER 3<sup>RD</sup>-6<sup>TH</sup> PHOENIX, ARIZONA**

*Celebrating the Virtues: Faith, Trust, Fortitude, Wisdom*

*The National Office will pay for lodging and travel for one delegate from each chapter to attend!*

Ideally, chapters will sponsor another member attending as well. Typically, chapters will send a senior & a new member so that there will be someone who can share some of the chapter’s history, strengths, and challenges as well as someone who will be with the local chapter for a longer time to take back ideas.

*We are excited to announce that for the very first time all Chapter Sponsors and Alumni are invited to attend!* We will have special activities planned just for you, in addition to getting the chance to share your memories and **wisdom** with current Cardinal Keys!

Registration fees are listed below. Please note that even the regular student fee is below cost! We’re doing our best to make this affordable so that everyone who wants to can attend. The conference will be held at the Four Points Sheraton in Tempe, Arizona. Cardinal Key has a room rate of **\$100.00**.

### **Registration Fees:**

Student (Non-Delegate):	Early Bird (before October 1)	<b>\$ 75.00</b>
	After October 1	<b>\$ 100.00</b>
Sponsor & Alumni:	Early Bird (before October 1)	<b>\$ 150.00</b>
	After October 1	<b>\$ 200.00</b>

Registration is by email: [NationalCardinalKey@gmail.com](mailto:NationalCardinalKey@gmail.com)

Questions? Email, or check us out on facebook: <https://www.facebook.com/CardinalKey>