

JULY 30, 2013

CANDACE McCaffery, Principal
CKM Communications LLC

**“Making Sense of Social: What you should know now
about marketing in the age of social media”**

Throughout her almost 20-year career, Candace McCaffery has created results-oriented, high-quality and relevant integrated communications programs across a wide variety of industries – from non-profit to government to financial services. As principal for CKM Communications, she specializes in successfully merging traditional marketing practices with the burgeoning digital marketing space.

For more than 14 years, Candace worked with Atlanta-based Cookerly Public Relations, most recently as Chief Strategy Officer, where she guided agency innovation, including the creation and oversight of its social media and digital marketing practice. Throughout her tenure with Cookerly, Candace also led the agency's decade-plus relationship with The Clean Air Campaign, a seven-time winner of the Best Public Service Campaign award from the Public Relations Society of America, Georgia Chapter.

Prior to joining Cookerly, Candace worked in communications for the 1996 Atlanta Paralympic Games.

Candace serves as co-chair of Social Media Club Atlanta Chapter, one of the largest chapters of the international organization. She also serves on the board of directors of the Georgia Arts Network. She graduated magna cum laude from Kennesaw State University, with a B.S. in Communications and a minor in Political Science.

Introduction – Bill Jones
Invocation – Susan Prutzman

AUGUST 6, 2013

PAST PRESIDENTS DAY!!!

RON CLARK, Head of School
The Ron Clark Academy

“Anyone Can Learn!”

Ron Clark has been called "America's Educator." His outstanding success with students from low-wealth areas of North Carolina and NYC led him to be named Disney's American Teacher of the Year.

He is a New York Times Best Selling author, and his classes have been honored at the White House on three separate occasions. He has been featured on The Today Show, CNN, and Oprah, and Ms. Winfrey has even named him as her first "Phenomenal Man." Ron's teaching experiences in New York City are the subject of the uplifting film, The Ron Clark Story, starring Matthew Perry.

Most recently, Mr. Clark has founded The Ron Clark Academy, a dynamic and innovative middle school serving students in Atlanta, GA. The privately-funded institution provides an out-of-the-box curriculum that focuses on raising test scores by using exciting, creative and engaging strategies. In addition to educating students, the Ron Clark Academy is a training site for teachers. Each year over 3,000 educators from around the world visit the Academy to observe Ron and his staff in action and to learn more about how to help students of all levels achieve great success.

For those who are unable to visit in person, please visit RonClarkAcademy.com for information on how to download lesson plans and to watch classroom videos from the Academy.

Introduction – Anne Skae
Invocation – Susan Anderson

UPCOMING PROGRAMS

AUGUST

- 13 Dennis Lockhart, The Federal Reserve, Atlanta,
"The Fed's View"
20 Kelly Loeffler, Co-Owner, The Atlanta Dream
27 Camille Gaffron, Executive Director, Villa International

AUGUST BIRTHDAYS

- | | |
|--------------------|--------------------|
| 2 Margaret Kaiser | 18 John Copenhaver |
| 3 Alton Bryant | 18 Phil Smith |
| 4 Brian Bienn | 20 Susan Adams |
| 5 Robert Sanders | 20 Tanya Ekins |
| 6 Andy Hathaway | 21 Deke Cateau |
| 10 Gracie Phillips | 22 Jackie Montag |
| 11 Ed Brownlee | 24 Richard Bean |
| 12 John O'Kane | 25 Jim Beattie |
| 12 Tom Gay | 28 Jim Schulz |

- | | |
|-------------------|-------------------|
| 12 Susan Anderson | 28 Leah Davenport |
| 15 James Drinkard | 28 Bill Jones |
| 17 Lillian Ansley | 29 Henry Bauer |
| 18 John Beach | |

SUMMER CASUAL DRESS CODE! Don't forget that during these hot summer days, Kiwanis Club of Atlanta has a summer dress code! For men, no coat and tie is just fine. Women, you all know what business casual means! So if you find yourself in a more casual garb on Tuesday's, not a problem. Come join us!

2nd Quarter Honor and Memorial Donations to the Foundation!

Thanks to the following who made donations to the Foundation in honor or memory of:

Lisa Majoros in honor of Rev. Dr. Fahed Abu-Akel
Nancy Bedford in honor of Dr. Manning Pattillo

In Memory of Wally Beard: The Atlanta Opera, Catherine Bishop, Elizabeth Burlas, Joseph Coppolino, Donna Covalt, Sam Friedman, Tom Gay, Karen Losin, Pam and Jim Lucey, Elaine Ness, Michael O'Hare, Patrick O'Hare, Merrily Piepho, Ernie Prickett, Annette Reitter, Carl Swearingen, Gloria Tippin and Rae Weimer.

MARK YOUR CALENDARS

School Supplies Drive will run from July 9 to August 6!
Bring them to the Kiwanis Luncheon Meeting!

INTERCLUBS

Tuesday, August 6, Peachtree, 7:30 am at Landmark Diner, 3652 Roswell Road. Bob Wiggins, 404-522-1701.

Friday, August 16, Northside, 12:15 pm at First Presbyterian Church. Mike Halpin, 678-686-0360 or mhalpin@pba.org.

Monday, August 26, Druid Hills, 12:00 noon at Petite Auberge Restaurant. Jack McFarland, akjcmcf@bellsouth.net