

After I retired from teaching, my wife and I started a party-rental business from scratch. You know, a place where you can rent tents, tables, chairs, and a margarita machine. As a reasonably well-educated couple, we thought we had a pretty good handle on the situation. Boy! Were! We! Wrong! Retail is a cruel business and we were nearly bankrupt in less than six months. Luckily, we were quick learners and had some good mentors. We got our feet under us and never looked back. The business grew at a steady pace as we became more and more comfortable in that role. Eventually we sold the whole shebang.

So, what does this have to do with Lions?

The big thing I learned from my eight-year retail career is: You MUST advertise. Getting the public to see your message means you smack them in the face with it - right between the eyes - over and over and over. Advertising is something that Lions Clubs everywhere just don't do well - if at all. We're secretly proud of being the "best kept secret in town." It just doesn't seem to be in our DNA - and it needs to be. To attract attention and interest, clubs must advertise well.

This time I want to talk about one aspect of advertising: signs.

In today's over-hyped world, everyone is battered from every direction with media demanding attention. With everyone clamoring at every turn for attention, the way to get noticed is to go big - and BIGGER - loud - and LOUDER! Along with this, the message has become simple and simpler. Kentucky Fried Chicken has been KFC for years now. Burger King no longer says "Have it your way." Instead, they shout, "You Rule!"

There are lessons here for all Lions Clubs. And we've heard them before: Go Big or Go Home. Keep It Simple Stupid. Loud And Proud.

Large, professionally prepared, signage is paramount to getting recognized as the pros we are and getting our message across. Homemade signs spell A M A T E U R! Not Serious! Plus, the message must be simple. BIG SIGNS with FEW WORDS are what works.

- A little 3x5 ad in the local shopper's guide won't register.
- A hand lettered poster board propped up on a folding table ignored.
- "World's largest service organization..." spiel blah!

Go ahead, smack them in the chops with "Lions Clubs Help People In Need" or "We Serve" or "Together We Can Change The World." Yes, that costs money but a smart club will budget for signage and then take good care of them so they can be reused at multiple events. A clear, simple message will generate interest and when they ask.... **you've got 'em.**

PLEASE NOTE: Fellow Lions, I just received this great news this morning (8/26/23)!!! Get your thinking caps on and come up with a way to use this grant! DG Jim



Dear District Governor & LCIF District Coordinator:

Congratulations! **Your district has qualified** to participate in Lions Clubs International Foundation's District and Club Community Impact grant (DCG) program. DCG's allow eligible clubs and districts to utilize some of their donations to Lions Clubs International Foundation (LCIF) to apply for a grant to support local humanitarian projects.

Your district earned additional credits during the 2022-2023 fiscal year and **may apply for a DCG of up to US\$ 3,459.64**. If you decide to apply for a grant this year, LCIF recommends consulting your immediate past club president during the application process.

Visit <u>lionsclubs.org/DCG</u> and <u>DCG Frequently Asked Questions</u> to learn more about program requirements and the application process.

Email <u>LCIFdistrictandclub@lionsclubs.org</u> if you have any questions about applying for a grant.

For questions about donations, DCG fund balances or transferring DCG funds to your district, contact LCIF Donor Services at <u>donorassistance@lionsclubs.org</u>.

Once again, congratulations, and thank you for your financial support, which enables Lions in your club – and worldwide – to magnify their service impact.

Sincerely, Lions Clubs International Foundation

1st VDG Ken Hisey



It's been a whirlwind of Lions activities since the District Convention. All good!

In May, I attended my first multi district state convention. I met fellow Lions from across the state. It never ceases to amaze me all the good Lions do. I sat in on the district governors meeting to see and learn how the meetings go. Big push to get the number of World Wide Lions up to 1.5 million. We have been at 1.4 million for some time now so let's do our part and get new members in our district.

In August, I attended the district governors training and Hall of Fame banquet in Mt Pleasant. Somewhat overwhelming, information overload and fantastic all in one. Again, I met new Lions from across the state and fellow 1st Vice District Governors. I look forward to serving you all as your district 11 E1 representative. Our district's own Janalee McClure was inducted into the Hall of Fame this year. Great to hear all the good things she has done as a Lion.

Lastly, let's all work hard at getting our newer members to "Step Up" as treasurers, secretaries, vice presidents, and presidents of their clubs. Then, getting them to "Step Out" into our district, and getting them involved at that level.

Lions,

Hope everyone is doing well! Governor Jim and I are looking forward to the Fall Conference on September 30th in Harrison and hope you all can make it. We would like it if you would give a short (5 min. or less) presentation on current events of your organization during the parade of checks. If it goes as planned, we would introduce you and the organization you represent and then have all come up with their checks. Please get back to me at your earliest convenience to confirm you or someone of your choice can do so. Much thanks for all that you do.

Respectfully, 1st VDG Ken

Distric 11-E1's Annual Fall Conference/Parade of Checks



Contact pers<mark>on:</mark>

FVDG Ken Hisey (989) 506-6205

Location:

Harrison Lions Club 417 Fairlane Harrison, MI 48625 Time: 10:00 a.m. Date: 09/30/2023

- A time of education and fellowship.
- Presentations to help clubs serve better.
- iPad and other cool door prizes.
- Lunch will be available
- Full schedule will be announced <u>soon</u>.





2nd VDG Penny McGlaughlin

Home club: Harrison Lions Contact info:



pjmcglaughlin@gmail.com C# 989-802-9519 H# 517-235-6047

DISTRICT 11E1 GLOBAL MEMBERSHIP CHAIR

I will be the District Global Membership Chair again this year. This is an important year for membership, LCI has announced a new goal of increasing global membership to 1.5 million members over the next couple of years. I believe we in District 11E1 can contribute to this effort. The vast majority of our clubs maintained or grew in membership last year. With little additional effort, I believe that this year we can achieve an overall increase in membership for the district this coming year.

I am available to make membership presentations at Zone meetings. If individual clubs would like assistance in setting up a membership initiative, I am happy to help.

You can email me at <u>aroeseler1947@hotmail.com</u> or you can call or text me. (LL 989-465-6482 or cell 989-615-3960) PDG AI Roeseler

Service - It's what Lions do!

Most Clubs in our District have had a busy summer serving their communities. Some services we all know about because of articles in the July & August District Newsletter **"Lions Connections"**! (Great job Baldwin, Coleman, Crystal, Empire, Lakeview, Midland, Mt Pleasant, and Stanwood!)

We **need** to know what clubs in our district are doing, but . . . so does Lions Clubs International! My job is to **encourage** and **help** club officers report WHAT their club is doing on the LCI website in **MyLion**. It's quick and easy to report if you have all the necessary info on hand: date, #served, #of workers, type of activity (service project, fundraiser, meeting, donation), Cause (Hunger, Environment, Childhood Cancer, Diabetes, Vision or Other - most reports fall in the area of "Other.") You can even attach a picture of your Lions working!

Look for emails from me - don't let them accidentally fall in your Spam File! They will usually be a group email. Don't hesitate to email me with questions or call for help with the LCI website. New officers should check with last year's officers for help too! Get them involved!

Let Me Know What I Can Do to HELP YOU! Lion Ann Roeseler District Service Coordinator Coleman Lions President ann.roeseler@gmail.com or 989-615-3959

Service Stories and submissions to "LIONS CONNECTIONS"

We post club service stories and/or news under the "*Club News*" section of the District 11E1 newsletter. Has your story been shared? Our District 11E1 newsletter is forwarded to Lions of Michigan for consideration in the <u>LION PRIDE MAGAZINE</u>.

Please submit articles in <u>Word</u> [Please no PDF files] and <u>pictures in jpeg format as an attachment</u> for the October 2023 Newsletter by September 20 to Lions Mike and Tina Hoy at <u>hoym@charter.net</u> or call 989-832-8354. <u>Any</u> District 11E1 Lion can submit articles and/or pictures for the newsletter.

Note to Club Treasurers: Remember to complete your annual reports for the State of Michigan if you are registered at the State level. It is also time to file the IRS Federal 990 for our clubs. If your club has less than \$50,000 in annual gross receipts, you can file an e-postcard (also known as a 990-N). If your club has more than \$50,000 in annual gross receipts, the club needs to file the IRS Form 990 or 990-EZ. The e-postcard 990-N is due by November 15 due to the Lions fiscal year. You are NOT able to request an extension for filing the 990-N. **District 11E1 Treasurer-Lion Peggy Frank**

Lions of Michigan HALL OF FAME

The 2023 Induction Ceremony took place on Saturday, August 5 at the Comfort Inn Hotel in Mt. Pleasant. This year PCC Janalee McClure from our district was recognized and inducted. Congratulations Janalee!!!



Inductee PCC Janalee McClure and her family.

PDG Dan Gibbons, PDG Pam Schroeder,



Lion Peggy & Lion Mark Frank, Lion Steve & **IPDG Jackie Glazier**





PCC Janalee McClure & PID Justin Farber



PID Esther LaMothe, 1st VDG Ken Hisey, DG Jim Patterson. PDG Pete Conarty



Lion John & Lion Barb Sovey, Lion Kay & PDG Jerry Brandt, PDG Al Roeseler



CLUB NEWS

COLEMAN LIONS



Members of the Coleman Lions Club supported the Coleman School District by handing out 200 hotdogs, chips, and bottled water to attendees of the Coleman School Open House on August 21, 2023. From left to PCC Jeff Schafer, Lion right: Catrina Naranio. Lion Chuck Dinsmore, Lion Jason Perkins, guest Trinity Jennings, PDG Sheryl Schafer and PDG AI Roeseler. Photographer: Lion Ann Roeseler.



Coleman Lions Club wrapping hotdogs in preparation for the Coleman School Open House. From left to right: Lion Chuck Dinsmore, Lion Ann Roeseler, guest Trinity Jennings, and PDG Sheryl Schafer. Photographer: PCC Jeff Schafer.

Coleman Lions president Ann Roeseler presented a chevron to PDG Sheryl Schafer for 20 years of membership in Lions.





STANDWOOD LIONS



District Governor Jim Patterson hands out awards to recipients Alvin and Judy Garrett at Stanwood Lions Club 2nd Annual Volunteer of the Decade Dinner.



Pat Langworthy was presented the plaque for Lion of the Year at the Stanwood Lions Club Annual Picnic in August.

EMPIRE LIONS

On Saturday, August 19, the Empire Lions teamed up with the Cedar/Maple City Lions and held an eyeglass workshop. Over 800 pairs of glasses were categorized, cleaned, and graded over a six hour period.

Pictured are Lion Tom Peterson, C/MC president Dan Hobbins, Lion Claude Fields, Jean Peterson, and Lion Diane Hammersmith, cleaning glasses.





Pictured are Lions Bob Chase, Steve Stepanek, Larry Whitfield, and PDG Harry Johnson.

MANISTEE LIONS



Photo - Kyle Kotecki/Manistee News Advocate

From the proceeds of the Manistee Lions Club Fish Boil we were able to give \$2,000 to each of the two 501-C3 organizations that helped us during the event and the 3-day concessions we operated for the fishing tournament leading up to the Fish Boil. We presented the checks to ECHO/Safe Harbor Homeless Shelter and Manistee Homeward Bound Animal Shelter in August 2023. Both organizations were very generous with their time and talent. We are grateful for their assistance and for the great work they do. Together "We Serve".







Photos of the Manistee Lions Club Fish Boil - Arielle Breen/News Advocate photo.





9

MIDLAND LIONS



Our 34th Annual Chicken BBQ was a big success with great weather and over 900 dinners sold. No leftovers!!





24th Hole-In-One Shoot For Sight Fundraiser took place July 31 – August 4

> Captain of the Day (8/1/23) Lion Mike Hoy



Crew for the day included Lions Roger Frazer, Jim Warheit, Bob Stoney, Mike Hays, Dave Stark, Tina Hoy and Carol Warheit.)





Our last fundraiser of the year will be the <u>White Cane fundraiser</u> which will take place on September 21 & 22.

District Projects



I would like to come and visit your club for a presentation. Please contact me through Lions Mike and Tina Hoy at <u>hoym@charter.net</u> or 989-832-8354.

Cowboy Hoy, Hearing/Assistance Dog





Here is the website link: <u>https://www.leaderdog.org/lions-club/resources/</u> Each month, a newsletter page will be uploaded to our website. Lion Beth, Director of Lions Engagement Leader Dogs for the Blind 1039 S. Rochester Rd. • Rochester Hills, MI 48307-3115 Direct (248) 218 6421 or Toll Free (888) 777-5332

EYEGLASS MISSION TRIP 2023

We still have plenty of glasses both unfinished and finished. We would like to go on a Mission Trip but are still looking for Eye Doctors that would like to help us carry out our Mission work. If your Lions Club would like to schedule a workshop on sorting and cleaning used eyeglasses, please call PDG Harry Johnson at 231 745-4524 and leave a message if I'm not home. We are currently looking to go to Puerto Penasco, Mexico, this October. Please contact PDG Harry Johnson for more details <u>lionharry1947@gmail.com</u>



KidSight

Lions we are looking to boost KidSight in every area of 11E1. Anyone in your club that would like to help can be trained to use the system. We will come to your club and put on a training session. This training will get you certified to use the KidSight system. We would like to have any club that can, host a few clubs in their area to hold a training session. The goal is to certify as many users as possible to make better use of the system. We have 4 cameras and 2 trailers. We have 38 clubs. We only have about 20 KidSight events a year. Every town has schools, fairs, festivals, kid nights, Founder's Days. These activities are opportunities for a KidSight shoot. We can help a child have the fullest learning experience by ensuring they have correct vision. We are asking for your help!! Set up a schedule and do a program.

PDG Bill Koch will come to your club to train you on the system. We are encouraging that all clubs а KidSiaht tech. we have of the have So can constant use System. We have this wonderful opportunity for 16 counties; let's make full use of it. Call Lion Bill at 231-652-1164 and let us leap forward with KIDSIGHT. PDG Bill Koch Pictured: Harrison Lions PDG Jerry Brandt, Lion Barb & Lion John Sovey from their KidSight screening August 12.

USED HEARING AID DONATIONS Remember we accept used hearing aids of any age or condition. All used hearing aids are recycled with one of the hearing aid manufactures. Lions of Michigan Foundation is given credits to be used towards the purchase of new hearing aids. Most Clubs collect hearing aids with their glasses. If you have hearing aids for recycling give them to our Foundation Reps., your Zone Chairs, or Lion Peggy Frank at 616 217-6840 for pick-up.

WE ALL EAT! We all eat breakfast. lunch and dinner or supper, unless we are dieting and skip a meal. Are you eating the same menu and need innovative ideas of what to prepare for these meals? The Michigan Lions Service Foundation has come to your rescue. They have a new cookbook with recipes from Lions across the state of Michigan. Staying at home during COVID has encouraged more of us to try our hand at gourmet cooking and change our usual menu.

Cookbooks sell for \$15.00 and can be purchased from your Foundation trustees, Dan Gibbons or Jackie Glazier or call the Foundation to set up a fundraiser (Chad McCann -517-887-6640,

Lions of Michigan Foundation

Lions of Michigan Foundation Dr. Robert Mathog Lions Hearing Centers

Cookbook Fundraiser



Lions Clubs are well known throughout the world for the services we provide to help people with hearing and vision loss. Nearly a century ago, Helen Keller challenged Lions Clubs to be "Knights of the Blind," and she declared that "the problems of deafness are deeper and more complex, if not more important, than those of blindness. Deafness is a much worse misfortune, for it means the loss of the most vital stimulus — the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man."

Our new Lions Hearing Centers Cookbook was developed to create awareness for the treatment of hearing loss and to provide funding for our Michigan Lions Affordable Hearing Aid and Hearing Screening Programs, which offer affordable hearing care options for Michigan residents.

With your help, we can continue to change the lives of thousands of Michigan residents who need and depend on the Lions Clubs of Michigan and our partners, sponsors and friends for the treatment of the their hearing loss. Lions Clubs or other nonprofit organizations who sell 20 or more cookbooks collectively will receive a \$5 rebate for each book sold to be used for their local projects.

As a Public Charity, all contributions to the Lions of Michigan Foundation are tax deductible to the full extent allowed by law. We appreciate your support!

Cookbook Order and Donation Form

I would like to purchase cookbook(s) for \$15 each for a total of \$ I would like to make a donation to the Lions Hearing Centers in the amount of \$
ayment Method: Check Credit CardPay Pal (info@Imsf.net)
ard Number:
xpiration Date: CVV Code:
gnature:
rst Name:Last Name:
ons Club or Business Name:
ailing Address:
ty: State: Zip Code:
elephone: Email:

ext. 2). If a club 5730 Executive Drive - Lansing, Michigan 48911 - 517-887-6640 - 517-887-6642 (Fax) - info@Imsf.net would like to sell them as a fundraiser, the Foundation will reimburse you \$5.00 per cookbook for twenty plus cookbooks sold.

LIONS OF MICHIGAN FOUNDATION-2024 GROUP CRUISE

ROYAL CARIBBEAN - NAVIGATOR OF THE SEAS 7-Night Cruise: February 2 - February 9, 2024 ROUNDTRIP - LOS ANGELES, CA Cabo San Lucas, Mazatlan and Puerto Vallarta, Mexico

PRICING: 2 PEOPLE - \$50 ONBOARD CREDIT PER ROOM 4V - Interior Stateroom: \$1,240.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity Stateroom Size: 150 square fee - occupancy up to 4 guests

4N - Ocean View Stateroom: \$1,690.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity Size Stateroom: 160 square feet - occupancy up to 4 guests

2D - Balcony Stateroom: \$2,418.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity Stateroom size: 185 square feet + 50 square feet balcony - occupancy up to 4 guests



I would like an Interior Stateroom for Adults and Children (Age 12 or under).
I would like an Oceanview Stateroom for Adults and Children (Age 12 or under).
I would like a Balcony Stateroom for Adults and Children (Age 12 or Under).
ateroom Deposit - \$250 Per Person: Check Credit/Debit Card Pay Pal (info@Imsf.net)
edit/Debit Card Number:
piration Date: CVV Code: Zip Code:
gnature:
gal Names: Birth Date:
- Birth Date:
ailing Address:
zy/State: Zip Code:
lephone: Email:
5730 Executive Drive - Lansing, Michigan 48911 - 517-887-6640 - 517-887-6642 (Fax) - info@Imsf.net

be paid prior to sailing, or it will be added to your onboard account on a daily basis.

Thanks! Chad A. McCann, Director, Lions of Michigan Foundation, 5730 Executive Drive, Lansing, Michigan 48911 517-887-6640 x 14 (Office), 517-420-7378 (Mobile), 517-887-6642 (Fax), <u>www.lmsf.net</u> or <u>www.lhcmi.org</u>

negotiation with Royal Caribbean (RC), we have settled on a competitive price for our 2024 LMF Group Cruise. These prices are higher than we originally posted as RC was previously offering higher discounts, however, the final pricing we have secured is the best pricing currently available for our cruise, and it includes a \$50 per stateroom onboard credit. If someone is able to secure better pricing on our cruise, they may do so, and we can add them to our group following their booking, and we will still get credit for their reservation. For individuals who have already submitted a reservation deposit, we will refund their deposit, or we can apply their deposit to a room based on the new pricing on the attached reservation form. Note, we have reserved 35 rooms (20 balcony, 10 interior and 5 ocean view), and they will be assigned on a first-come first-serve basis. Rooms can be reserved with a \$500 per stateroom deposit (\$250 per person), and final payment for the Room/Taxes/Fees will be due by November 20. 2023. Gratuity of \$112 per person can

Lions, After some

White Cloud Lions Den, 294 N. Charles (M-37), White Cloud, Michigan 49349

Thursday, Sept. 21st, Meet & Greet, 6 - 9 p.m., including light supper, snacks & Bingo.

Friday, Sept. 22nd, Pin Trading starts at 9 a.m. at the Den. Annual crazy hot contest at lunchtime and our wine tasting event in the evening before dinner. Friday will be 'Game & Card' night. (BYOB)

Saturday, Sept. 23rd, Trading starts at 9 a.m., brunch about 10:00 a.m.

We will have 50-50 drawings, silent and live auctions, the official Business Meeting, and Memorial Service during the week-end. Hope you join us for a great time. Bring something for our live auction.

Pin Trader Rooms are available at:

Trailside Motel, 231-679-2188 or The Shack Bed and Breakfast, 231-924-6683

Please make check payable to Lions Pin Traders Club of Michigan (LPTCMI). Mail check and form to PCC Janalee McClure, PO Box 177, Brohman, MI 49312 by September I0th please. Questions? Email: <u>janalee@riverview.net</u> 231-689-1321 or PDG Pam Schroeder e-mail: <u>dgibbons4870@charter.net</u> 231-889-4870

Name		Guest		
Address	City		State	_Zip
Email	Phone			
How many for Thursday night				
Registration Pin Trader >	X \$45.00 = i	ncludes all meals a	and 1 table)
Spouse or Guest	X \$20.00 =	includes mea	ls	
Extra Tables	X \$5.00 =			
Total Amount Due Not a Pin Trader? Come to the s just to look.	\$swap and check out	Check # all the pins. We lo	ve guests	and there is no cost
10/	INTERNAT			

EDUCATIONAL SCHOLARSHIP PROGRAM APPLICATION 2022-2023 ACADEMIC SCHOOL YEAR •Information about this scholarship will be posted on District website and sent to Club Presidents and Secretaries to pass on to District members.

LIONS OF MICHIGAN

2023 Lions Leadership Events

Two training opportunities, one location

LEADERSHIP INSTITUTE

The Michigan Lions Leadership Institute is a highly regarded leadership skills development event for Lions who are emerging leaders at the club, zone, region, and district levels.

FACULTY DEVELOPMENT INSTITUTE

Graduates of this program will be able to plan, develop, and present training programs. FDI is directed at people who will do training and formal presentations at the district level and beyond

EVENT INFORMATION

Dates	November 3 – 6, 2022
Location	R. A. MacMullan Center
	104 Conservation Drive
	Roscommon, MI 48653

Questions? Email Lions@lionsofmi.com Phone (517)887-6640 ext. 10



More Information!

Lions Leadership Institute

There is a \$250 fee. This includes registration, course materials, two nights of lodging, and six meals. Arrival Saturday, November 4, registration 10:30-11:30 with lunch following

Classes actively involve participants in the learning process and enable them to experience the concepts presented. The skills acquired can be used not only in Lions, but also at work and in everyday life.

When participants aren't in class, they make new friends, network, and exchange ideas from across the region.

Here's a sampling of classes:

Team buildingCoManaging changeLePresentation skillsEfAction plans and goal setting

Conflict resolution Leadership Effective listening

Faculty Development Institute

There is a \$350 fee. This includes registration, course materials, three nights of lodging, and eight meals. Arrival Friday, November 3, after 4:30pm with dinner following.

Lions who desire to lead and train others at the local level will benefit from the FDI, where they will learn fundamental training delivery skills and practice facilitating in a classroom environment.

Qualifications:

- Not attended an FDI within the last five (5) years. (International or Local)
- In-depth knowledge of Lions' culture, Lions leadership experience and comfort using PowerPoint is preferred.

Here's a sampling of classes:

Visual Aids Training preparation Adult learners Interactive learning Training environment Session management Delivery skills

Application form Lions Leadership Institute and Faculty Development Institute

Deadline: October 13, 2023 Send completed form and payment to: Lions Leadership Institute 5730 Executive Drive, Lansing, MI 48911

	Applicant information					
5	First name					
n	Last name					
	Address					
	City					
е	State Zip					
1	Phone					
1997	E-mail					
	Club name					
	District # years in Lions					
	Highest Lions office held					
	Have you previously attended a Michigan Lions Leadership					
	Institute? yes no					
	Which Institute do you plan to attend (check one)?					
i.	Leadership Institute					
	Faculty Development Institute					
	Payment Information					
ocal	Pay by check, payable to Michigan Lions Leadership Institute					
arn	Enclosed is my check for \$250 for					
	Leadership Institute					
	Enclosed is my check for \$350 for					
ars.	Faculty Development Institute					
	Pay by credit card online:					
	https://www.eventbrite.com/e/michigan-lions-leadership-					
	institute-tickets-354586627147?aff=ebdssbdestsearch					
	Signature DEADLINE FOR REGISTRATION IS OCTOBER 13, 2023					
	DEADLINE FOR REGISTRATION IS OCTOBER 13, 2023					
	A CANCELLATION FEE OF \$150.00 WILL APPLY AFTER					
and a state of the	OCTOBER 3, 2023					