



# The Voice of District 22-C

Since 10/2016

Submit articles, club activities & Fundraisers to Editor

**PDGSandi@gmail.com.**

District 22-C Website: **<http://Lionsdistrict22c.org>**

January 1, 2021

*"Seeing and Serving the Future with 20/20 Vision."*

DG Message

Section 1 - District Related Events

Section 2 - Club Events/Fundraisers/Service Projects

Section 3 - New Members/Passings/Achievements/Awards/Calendar of Events



**FROM THE DESK OF**

**DISTRICT GOVERNOR Ruth Moses**

Happy New Year 22C Lions!

We look forward to a year full of hope and kindness.

As we begin 2021, we also enter the 2<sup>nd</sup> half of Lions Year 2020-2021, Many clubs will begin to think of members to fulfill the officer roles in their club for next Lions year. Most clubs already have members who will take on new roles in their club however, some clubs will retain the same President or Secretary or another long-term officer as they have for many years.

22C Clubs: if you have long-term officers, **it is time for a change!** Long-term officers are great leaders and represent your club well, so I understand why you want to keep them. I am encouraging new leadership because it conveys a positive perception of growth and evolution, new ideas and projects, new resources and renewed enthusiasm. As new leaders take over, the outgoing leadership will continue to support the club and provide direction to the new leaders. Also, exiting leaders are able lend their leadership skills to take on new club officer roles or begin to use their capabilities at the District level.

I am encouraging our current leaders to identify Lions who aspire to leadership, exhibit leadership qualities, and identify Lions who demonstrate leadership skills and abilities. No matter the sex, age, or whatever demographic, you should inspire diverse groups of Lions to aim for leadership roles.

Welcome to 2021!

DG Ruth A. Moses

## SECRETARY/TREASURER CORNER

Reminders

### Secretaries

**\*\* Monthly Membership Report due by end of each month by MyLCI reporting.**

**\*\*\*Submit District 22-C 5-Star Award Activities Report quarterly, no later than **the last day of January, April.****



**Treasurer's** – reminder to pay any bills due to LCI and District 22-C

## Our ACTIVITIES

**in District 22-C**

### Lions of District 22-C Help those In Need During the Holiday Season

by Editor PDG Sandi Halterman

Lions of District 22-C stepped up to provide services to those in need. Check out our good work. WE SERVE!!

**Region 3, Zone 2** ZC Lois Barb coordinated with her Clubs to provide Meals for 70 families in the Zone. Participating in this effort were the **Accokeek – Bryans**

**Road LC, Gateway LC, Silver Hill LC and South Gate – Clinton LC.** The Melwood Lions Clubs donated hand sanitizers, masks made by the Melwood Clients, and other Covid essential needs to this project. *Each participating Lions Club in Zone 2 provided funds to accomplish this mission.*



*We Serve for Humanity Needs*

**Gateway Lions** PDG Sandi Halterman & Lion Jim Boxler with the help of Lion Mary DeHart (South Gate – Clinton Lions) distribute meals to five individuals.

By ZC Lois Barb & PDG Kelley Randolph **Region 3 Zone 2 Lions and Camp Springs Elks Lodge complete a very successful project.** Zone Chair Lois Barb and PDG Kelley Randolph, also an Elk, combined efforts to provide a Holiday meal for seventy families. Silver Hill, South Gate – Clinton, Accokeek – Bryans Road, Gateway and Melwood Lions Clubs donated to the project. The Elks were able to get a grant from their National Foundation which provided for a monetary donation as well as allowing for Giant gift cards to be included for larger families.

The food baskets were purchased from the Catholic Charities program called SHARE. They included a 10 – 12lb. turkey, sweet potatoes, regular potatoes, several kinds of vegetables, macaroni & cheese and a holiday dessert. The baskets were picked up by Lions and Elks and distributed on Saturday, December 19<sup>th</sup>. Our youngest volunteer is the grandson of a Lion and he already wants to serve!



The **Brandywine Lions Club** held our 59<sup>th</sup> Christmas Basket Program. We provided 30 local needy families with large amounts of food for the holidays. Fresh food included large turkeys, milk, bread, butter, and large bags of apples, oranges, carrots, onions, celery, and potatoes. Also included were assorted non-perishables, providing enough food for several meals. Brandywine would like to thank the clubs and individuals who helped make this event a success.





**Lion Rich Tameris from the Silver Hill Lions Club** and wife Ann collected 44 can and dry food items and donated to the Brandywine Lions Club Food Drive for its 59th Annual Christmas Baskets Program on Saturday, December 5, 2020.



of this project and Thank the many club members who helped to make this event a real SUCCESS!

### **LA PLATA LIONS SERVE CHARLES COUNTY!**



### **LA PLATA LIONS CLUB MEMBERS AND FAMILY DELIVER 50 CHRISTMAS BASKETS**



Members of the La Plata Lions club with the help of family met at the La Plata United Methodist Church on a cold Saturday morning, December 18<sup>th</sup>, 2020, to load up 50 Food Baskets and deliver to Seniors designated by the Charles County Christmas Connection. Many thanks to Joe Keys at La Plata Safeway for coordinating selection of the massive food items needed for the baskets and took advantage of store sales to make best use of the appropriated moneys. Many La Plata Lions met with Mr. Keys on Friday, December 17, to collect the food and organize it into the 50 baskets. Lions Kelly and Nathan Foster, and Lion Theresa Hendricks managed the details

### **La Plata also provided bicycles**



## Suburban Lions Providing Service



### Letter from the Suburban Lions Club to person in need.

December 5, 2020

Jennifer,

As Lions, we hold ourselves to the absolute highest standards in everything we do. Our members and clubs are dedicated to serving others ...we are so glad you reached out to us. We champion kindness in our communities and actively work to improve the lives of all people.

The Suburban Lions Club offer you this donation (gift cards) along with prayers of health, love, and peace during these times. We hope this will support some of your needs now and in the future.

Take care of yourself and your daughter, knowing that a spirit of community is around you!

With Lionism and Kindness,

*Suburban Lions Club President – Joe Whittington*

*Suburban Lions Members and  
District 22C of Lions Club International*

\*\*\*\*\*

**From PDG Sonia Wiggins**

President Joe Whittington, and members of the Suburban Lions,

**I am reporting to you the " Many Thanks" that was expressed by Jennifer Williams**

The Suburban Lions learned of the needs of Ms Williams on November 28th., and I am happy to report I visited Ms. Williams today with a package of gift cards from various stores and Kid Masks for her daughter who is 5 years old.

The Club donation of \$500 was a blessing to this single mother and her quest to make the best life for her and her daughter; while trying to maintain her college status, work, and provide for her family.

I have attached a letter I placed in the bag of her items. I hope your club will attempt to stay in touch with Ms. Williams in the future.

Thank you for the opportunity to serve,

In Lionism and Kindness,

Lion Sonia Wiggins  
Immediate Past District Governor  
Global Membership/NAMI Champion  
Attachments area

## Lions Support Diabetes

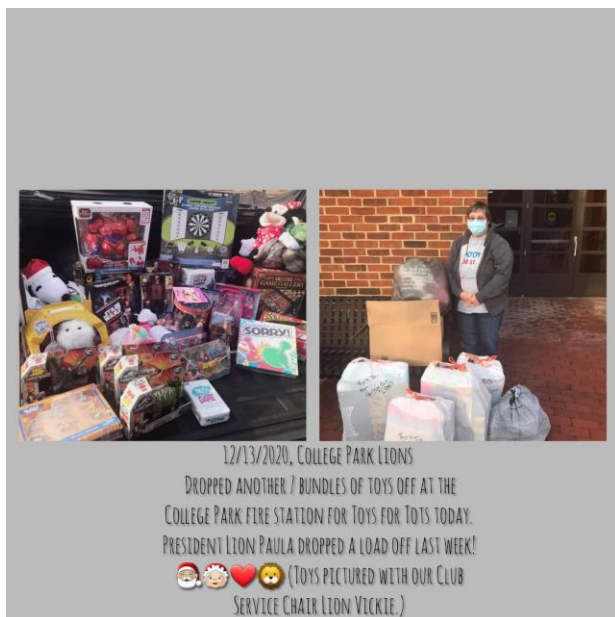
Lions Lori Anderson, Dale & Dale Bogdan & dog, Darrel & Carolyn (taking picture) participated in the Awareness for Diabetes Walk Saturday morning, November 14th, 2020, with Zone Chair Lion Chris Wooters. Lion members and families from the Waldorf, LaPlata and Brandywine Clubs participated. The brisk, sunny morning and excellent White Plains Rail Trail provided the perfect environment for great hiking and diabetes prevention exercise!



**College Park LC collected for Toys for Tots!** The need is greater than ever this year!







was getting ready to take them to the nursing home. The bag was full of them and she had another bag too.



### Accokeek-Bryans Road Lions Club

Elvan Allen Hedges

Sponsor Not provided

### Leonardtwn Lions Club

Anthony Lotierzo

Sponsor Christopher Weller

John R Vallandingham

Sponsor Christopher Weller

### Takoma Park Lions Club

Raven Wilkins Sr.

Sponsor Michael Hall



to the families and the Lions Clubs on the passing of dedicated Lions:

To District 22-C and the Silver Spring Leisure World Lions on the passing of **Second Vice District Governor**



**Arthur Hooker.**

**SVDG Arthur**

Hooker was an active and proud member of the Leisure World Lions Club where he was instrumental in building the clubs' membership to 105 members. He was an active Lion even during the pandemic within his club and the District. Lion Arthur had a great personality, a welcoming

**Sandy Spring Lions** wreath elves busy making & decorating wreaths. For sale at SSLC Christmas tree stand, old MGH grounds in Olney beginning Thursday evening, Dec 5. Fewer trees available this year so hurry & buy this weekend



### Sherwood Leos Celebrate the Season

by [sandyspringlions](https://www.sandyspringlions.com)

Even during the COVID distance learning in Montgomery County, MD, **Sherwood High School Leos (sponsored by the Sandy Spring Lions Club)** wrote and made more than 125 holiday cards for senior citizens in a nursing home. Here is a picture of Sherwood Leo co-president Joanna Gibbs with some of the cards when she

presence, and a warm smile. His kindness and service to his community will be greatly missed.

**Beltsville Lions Club** on the passing of Lion Roger Lohr.

**Bowie Lions Club** on the passing of Bowie Lion **William “Buddy” Everheart**. Lion Buddy was a Lion for over 50 years, a Melvin Jones Fellow, Lions Buddy was instrumental in the SHARE program that the Lions sponsored and was involved in our White Cane program. For many years he was our building and rental coordinator. Lion Buddy sponsored several Lions including his daughter Leah. He was also involved in the Bowie Senior Choral, and as World War II veteran, he took immense pride in participating in Bowie's Memorial Day and Veteran's day observances.

One of the things I will always remember is that fantastic smile of his, and I will miss him. The photo is of Buddy last year at our Christmas dinner



**Hollywood Lions Club** on the passing of Lion William R Shmalgemeyer.

**Washington/Midtown Lions Club** on the passing of Lion **Michael (Mike) Clarke**. Lion Mike was the husband of the Clubs 1st Vice-President Imelda Clarke.



District Governor Ruth Moses would like to recognize our beloved Lions who have passed on since the start of the Lions Year, July 1, 2019 to the present.

Those Lions never truly leave our hearts, they live on in

the kindness, service, and friendships we shared.

Below are the known Lions who have passed.

#### **Accokeek-Bryans Road**

Manning Claggett/Harry Ritter Jr/Allen Yates/  
William K Grooms/Ashton Robey

**Beltsville** Roger Lohr

**Bowie** William Everhart / James Bauchspies

#### **Calvert County**

Frances Borsh / Vernon Horsmon / Kenneth E Bowen

**Colesville** Emory Patton

#### **College Park**

Robert A Perry / Ronald Seibel /Amy Pinto

**Damascus** Helen Boyer

**Hollywood** William R Schmalgemeyer

#### **La Plata**

Harrieton L Merritt / PDG Donald E Wilson

**Laurel** Herbert Phelps

#### **Leonardtown**

Bernard Beavan / Carolyn Weiler /Jack Pippen

#### **Monocacy**

R Edwin Brown / Bruce Wooden

**Montgomery Central Derwood** James Walker

#### **Rockville**

Dora V See / Emil J Keller

#### **Sandy Spring**

Lawrence Kenney / Joseph Testudine

**Silver Hill** Marjorie Sproesser

#### **Silver Spring Leisure World**

Fredalyn Pleet / SVDG Arthur Hooker / Paul Williams

**Upper Marlboro** Lansdale Sasscer Jr

**Waldorf** Joseph Menichella

**Washington Fort Stevens** Frederick Senior



### District 22-C Honor Roll Award

**DUE by March 1, 2021**

**See pages 108-113 of District Roster Book for Criteria**

**Send to Chair 1VDG William “Bill” Lively**

**bwlively@verizon.net**

The District 22- Honor Roll Award has been established to honor individual Lions who have rendered outstanding service to their clubs and their communities at the “Grass Roots” level over an extended period of time, who exemplify the spirit of Lionism through their unselfish dedication and who are deserving of District -wide recognition for their efforts in the support of Lionism.

### District 22-C Distinguished Service Award

(Formerly Bull Thrower's Award)

**DUE by March 1, 2021**

**See pages 114-118 of District Roster Book for Criteria**

**Send to Chair Lion Kenneth Burton**

**Kburton13@verizon.net**

District 22-C will bestow this most prestigious award annually upon the Lion in the District who best exemplifies the desire as well as the ability to promote the spirit of Lionism through their outstanding performance in leadership and service. It will honor those individuals whose activities and accomplishments have made a significant contribution to the achievement of goals and objectives of Lionism at the Club, District, Multiple District, or International levels.



Contact Clubs for more information

### **Brandywine Lions Blood Drive**

Baden VFD, Baden, MD.

February 4, 2021, April 1, 2021, May 27, 2021, July 22, 2021, September 30, 2021, December 2, 2021

### **Calvert County Lions Blood Drive**

February 12, 2021; April 9, 2021; June 11, 2021

**Calvert County Lion's Club** at their Blood Drive on Friday, December 11, 2020. Pictured are Lion Dave Lingle, Lion Ken Brown and Lion Kyle Richmond



PDG DON BEESON DONATES 2 UNITS OF O+ INTO THE BLOOD BANK TODAY, 12/11/2020.

Sandy Spring Lion



## Fundraisers in District 22-C



### Golf Tournaments in District 22-C

Contact Clubs for more information



**October 5, 2020** – Monocacy Golf Tournament has been postponed. The new date is **Monday, May 24, 2021**. It will be held at the Bretton Woods Golf Course. Information and registration form are available from Lion Bill Jamison at [williamhjamison@outlook.com](mailto:williamhjamison@outlook.com).



**October 5, 2020** – Calvert County Golf Tournament – Chesapeake Hills Golf Club, Lusby, MD  
**Rescheduled to June 7, 2021**



### Calvert County Lions Club

Applebee's Fundraiser. Last Wednesday of each month from 4pm to 7:30pm, Prince Frederick, MD. You will have a great meal and be helping the Calvert County Lions support their community.

### Palisades/Georgetown Lions Club



**Upcoming  
Contingent on the**

**Pancake  
Tuesday, February 16,  
at the Palisades Community**

**Community Flea  
Sunday, June 6,  
at the Wells Fargo Bank**

**Crab  
Friday, September 24,  
at St Ann's**



By Peace Poster Contest Coordinator Lion Dana Davis

District Governor Lion Ruth Moses is proud to announce the winner of the District-level competition in the Lions International Peace Poster Contest for 2020-2021 (*Peace Through Service*): **Miss Elaina Fitzsimmons**. Elaina is a student at Esperanza Middle School in St. Mary's County. In her words: *This poster is of volunteer paramedics volunteering at the Black Lives Matter rally. I know the person in this picture, and she is at the rally to allow other people to peacefully protest violence against people of color.* Way to go, Elaina; next step: Multiple District 22!



Elaina F., Esperanza Middle School, Sponsor: Lexington Park Lions Club

### HONORABLE MENTION



Julia L, Rocky Hill Middle School Leo Club, Sponsor: Damascus Lions Club

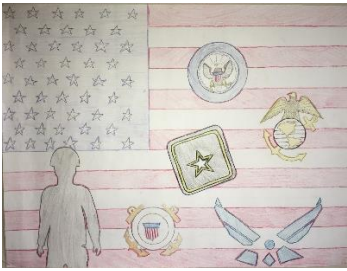
### HONORABLE MENTION



Kennedy E, Imagine Morning Side School, Sponsor: South Gate-Clinton Lions Club



## HONORABLE MENTION



*Harley E, St. Michaels School Leo Club, Sponsor: Ridge Lions Club*

## HONORABLE MENTION



*Lullata A., Farquhar Middle School, Sponsor: Sandy Spring Lions Club*



## Lions Community Outreach Foundation Corner

**REMINDER!!** Please provide eyeglasses in boxes, not bags as they are too cumbersome for our volunteers to handle and store. Also, please only send complete glasses (no pieces) and **NO eyeglass cases**.

Anyone who would like to **volunteer to sort glasses**, contact Lion Mary DeHart (301) 266-8074.

Application information for a **Francis F. Garner Grant** can be obtained from LCOF Grant Chair PDG Gary Burdette at [glburd54@comcast.net](mailto:glburd54@comcast.net).

Coordinator for the **Joseph F. Gaffigan Fellowship** is PDG Gary Burdette at [glburd54@comcast.net](mailto:glburd54@comcast.net)



**Create your own Facebook Fundraiser – 3 Quick Steps** – It takes just three steps to create your own fundraiser on Facebook. Start one in honor of a fellow Lion or for a special occasion, like your birthday. Personalize your fundraiser with photos and write why LCIF is your cause of choice. Then, Facebook does all the work. Donations made to your fundraiser are automatically sent to LCIF.

Check out LCI's website on how to accomplish:  
[https://www.lionsclubs.org/en/resources-for-members/resource-center/lcif-facebook-fundraiser?utm\\_source=Eloqua&utm\\_campaign=LCF\\_EN\\_ChairpersonDecember\\_2020&utm\\_medium=email](https://www.lionsclubs.org/en/resources-for-members/resource-center/lcif-facebook-fundraiser?utm_source=Eloqua&utm_campaign=LCF_EN_ChairpersonDecember_2020&utm_medium=email)



### Lion Logo T-Shirts and Face Masks For Sale

All net proceeds go to help fund the Lions Participation in the National Memorial Day Parade

Small - 3X-Large	\$12.00
*4X-Large - 5X-Large	\$14.00
Lion Logo Face Masks**	\$8.00

Ladies V-Neck Style T-Shirts Available

Face Masks are reusable

\*Sizes 4XL & 5XL are in limited supply but can be special ordered.  
\*\*Masks available with Large or Small Logo

We will gladly fill and ship orders at cost of the T-Shirt plus Shipping. We will ship at the lowest rates possible. Orders over \$100 will ship free.

Our slight increase in Price (First in 12 Years) is due to increases in price from our suppliers.

Contact info: PDG Woody Woodard (24L)- [woodywoodard@cox.net](mailto:woodywoodard@cox.net)  
PDG Don Beeson (22C)- [donb798@gmail.com](mailto:donb798@gmail.com)  
Lion Mike Yuenger (24L)- [myuenger@comcast.net](mailto:myuenger@comcast.net)  
VDG Bill Lavelly (22C)- [billlavelly@verizon.net](mailto:billlavelly@verizon.net)  
Lion Bill Strauss (22W)- [williamstrauss@msn.com](mailto:williamstrauss@msn.com)  
PID Joe Gaffigan (MD22)- [pidjga@gmail.com](mailto:pidjga@gmail.com)



District 22-C, Past International Director

Joseph F. Gaffigan was spotted 11 years ago in a Lions Clubs International Foundation fundraising event for Campaign SightFirst II with Past International President Al Brandel from New York.



to Lion Dr. Robert Massof, Director of the MD22 Lions Vision Research and Rehabilitation Center (LVRF) at Wilmer Eye Institute.



Fellow Lions,

Many of you have come to know, and perhaps have interacted with, Dr. Bob Massof. It is with mixed emotions that Chair Wayne and I share with you that he has decided to retire as Director of the MD22 Lions Vision Research and Rehabilitation Center at the Wilmer Eye Institute as of the end of this year. Below is the official announcement from Dr. McDonnell.

We will miss his active role in forging a path to understanding and addressing low vision needs, as well as his active support in encouraging Lions to meet those needs. We also hope that, as Dr. Bob moves into his retirement years, he will find the time to enjoy personal pursuits and continue to be a mentor to others in his field and to Lions.

As indicated in Dr. McDonnell's announcement, Dr. Judy Goldstein will be taking over the leadership role of the

Center with the assistance of Dr. Gislin Dagnelie on the research side. Both individuals have been an integral part of the LVRRRC for many years and the Lions of MD22 look forward to continuing to partner with them in our mission of helping patients with vision loss and to carry forward the work of Dr. Patz and Dr. Massof.

Dr. Goldstein has shared that there will be an occasion to celebrate Dr. Massof's accomplishments and to congratulate him on his retirement, once we can all come together in person - a Zoom get-together just isn't the right vehicle for the recognition he deserves.

Together in Service,  
PCC Dee Hawkins  
Vice Chair, LVRF

From Dr. McDonnell:

"Dear Colleagues:

After 32 years of distinguished service as founding director of the Multiple District 22 Lions Vision Research and Rehabilitation Center at the Wilmer Eye Institute, Robert Massof, Professor of Neuroscience, is making a change in career focus and will therefore be retiring December 31, 2020. While at Hopkins, Dr. Massof's scientific achievements in vision science, technology development, and outcomes research exemplify excellence. His technological work with the Low Vision Enhancement System was recognized in 1994 with awards from Popular Mechanics and Discover magazine. In addition to others, Dr. Massof was presented the prestigious Alfred W. Bressler award and William Feinbloom award in recognition of his lifetime contribution to the vision research community. His dedication to advancing the field is demonstrated through his multidisciplinary collaborations, his contributions to the literature, his dedication to teaching, and his partnership with the Lions Multiple District 22. The relationship with the Lions, begun by Arnall Patz, was strengthened by Dr. Massof in their collaborative work to endow the research and clinical programs at the Wilmer Eye Institute. This professional partnership resulted in Dr. Massof being recognized as one of the 11 White House Champions of Change representing Lions Clubs International in 2012. Please join me in recognizing Dr. Massof's contributions to the field.

Effective January 1, 2021, Dr. Judith Goldstein will be

taking on the leadership role of the Lions Vision Research and Rehabilitation Center, and Dr. Gislin Dagnelie will be the Associate Program Director. Their strong working relationship and passion for the Lions mission will assure continued progress. Based on her years of experience building the program at Wilmer as Director of Clinical Services and the fellowship program, I have every confidence that Dr. Goldstein will build on the foundation laid by Dr. Massof and lead the next generation of researchers and clinicians in low vision.

Please join me in supporting Drs. Goldstein and Dagnelie in their new roles in the Lions Vision Research and Rehabilitation Center at Wilmer.

Peter J. McDonnell, M.D."

## Announcements and Upcoming Events




La Plata Lions starting up their Bingo Night. Contact them for date/time/restrictions.



Calvert County Lions invite you to their Applebee's Fundraiser, last Wednesday of each month.

### JANUARY

**Secretary Deadline – 5-Star Award Activity Report, submit by end of month**

January 23, 2021  3<sup>rd</sup> Cabinet Meeting – Waldorf Lions Den

### FEBRUARY

February 12, 2021 – Calvert County Lions Blood Drive

February 16, 2021 – Palisades/Georgetown Lions Pancake Tuesday

### MARCH

**March 15, 2021 – Club Secretary - Deadline to submit Club Delegates & Alternates to the MD-22 Convention.**

**March 1, 2020** – 22-C Honor Band contribution deadline. Send to Lions Charles & Marcia Holpuch, 24405 Hanson Road. Laytonsville, MD 20882, (301) 253-6240. [Lions.22c.honor.band@gmail.com](mailto:Lions.22c.honor.band@gmail.com)



**March 27, 2021** District 22-C Social – Waldorf Jaycees'



**March 20, 2021** 2<sup>nd</sup> Advisory & Cabinet Meeting – Brandywine Lions Den

**March 31, 2021 - Deadline for Semi-annual per-member dues for International, Multiple District 22 & District 22-C to Cabinet Treasurer Larry Shelton.**

### APRIL

**Secretary Deadline – 5-Star Award Activity Report, submit by end of month**

**April 9, 2021** – Calvert County Lions Blood Drive

**April 15, 2021** – Secretary Deadline to report New Officers for 2021-2022 to LCI through MyLCI.

**April 15-18, 2021** – Multiple District 22 Convention, Gettysburg, PA

### May

**May 24, 2021** – Monocacy Lions Club Golf Tournament.

### JUNE

**June 6, 2021** – Palisades/Georgetown Lions Community Flea Market

**June 7, 2021** - Calvert County Golf Tournament – Chesapeake Hills Golf Club, Lusby, MD

**June 11, 2021** – Calvert County Lions Blood Drive

**June 25-29, 2021** – Lions Clubs International Convention, Montreal, Quebec

### SEPTEMBER

**September 24, 2021** – Palisades/Georgetown Lions Crab Feast



## Upcoming Conventions

### MD22 Convention

April 15-18, 2021      Gettysburg, PA  
 April 21-24, 2022      Gettysburg, PA  
 April 20-23, 2023      Ocean City, MD

### Lions Clubs International Convention

June 25-29, 2021      Montreal, Quebec  
 See life through Lion lenses in Montréal!  
 Online registration is officially open for the **Lions Clubs International Convention (LCIcon) 2021** in Montréal, Canada

July 1-11, 2022      New Delhi, India  
 July 7-11, 2023      Boston, MA  
 June 21-25, 2024      Melbourne, Australia

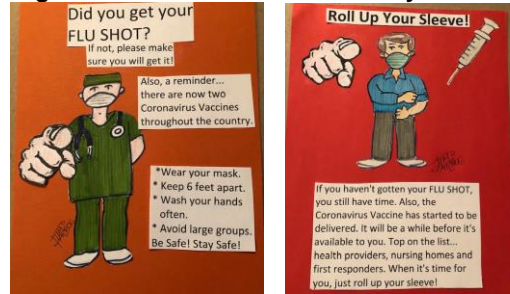
LIONS FLOATING INC. PRESENTS THE  
 RENDERING OF THE 2021  
 TOURNAMENT OF ROSES FLOAT  
 FOR THE NEW YEAR'S PARADE IN  
 PASADENA CALIFORNIA.



Mark your Calendar to Celebrate 100 years of Multiple District 22 (Delaware, Maryland, and District of Columbia), **August 12, 2022** at the **Delta Hotel Baltimore Hunt Valley**. **If you find anything historical for District 22-C, please keep it handy or contact me. PDG Sandi Halterman, [PDGSandi@gmail.com](mailto:PDGSandi@gmail.com)**

LEADERSHIP  
 IS ABOUT MAKING OTHERS  
**BETTER** AS A  
 RESULT OF YOUR PRESENCE  
 AND MAKING **SURE**  
 THAT IMPACT LASTS IN YOUR  
**ABSENCE.**

## Message from Takoma Park Lion Jimmy Jarboe



## Tips for Marketing Your Club in Your Local Newspaper

Lion Susan Bonura  
 Multiple District Marketing and Communications Chair  
 PDG District 22-W  
 2017-2018

Send photos as jpg attachments (the larger file size, the better – it helps with reproduction quality).

Include full names and the order of everyone pictured in photos.

If more than one photo is sent, space limitations may require that only one will be published.

Include the date of the meeting or event and the location, if appropriate.

Spell out any abbreviations on first reference. Keep in mind that club members are familiar with abbreviations, but not the general public.

If the newspaper has questions about your submission, respond to them in a timely manner.

Generally, your news will be run in the order in which it was received by the paper.

Include information on upcoming fundraisers, drives, things that need RSVPs, etc.

Become familiar with your local newspaper and find out the best email address to use.

Reach out to the editor with story ideas and things you think should be covered.