

Please Don't forget to share this Newsletter with your members!!  
It's only sent to Club Presidents and Secretaries

***Planting  
and  
Harvesting  
the  
Seeds  
of  
Lionism***



*CC Betty Simpson*

Dear Multiple District 39 Lions,

As my term as 2024-2025, MD39 Council Chair, draws to a close, I would like to thank you for your support this year. It truly was a blessing to part of such an amazing MD39 team! Thank you, to the amazing Lions who served on the 2024-2025, MD39 Council team as well as the MD39 Convention committee team. Thank you, to each club and Lion in our Multiple District!



Everyone exemplified the Lions motto "We Serve."

Congratulations, to our 2025-2026, MD39 officers and Council members whose terms begin on July 1, 2025. I know you will continue to do wonderful things for our Multiple District.

This will be the final issue of our Multiple District 39 quarterly newsletter. Be sure to check out the MD39 Convention photo collage in this issue. We had a large turnout this year at the MD39 Convention, completed two hands-on service activities along with our Leos, had fun at the Paint 'n Sip, and enjoyed making new friendships & seeing Lion friends. PID Ron Keller and wife, SVDG-Elect Kitty (Ohio), were delightful, personable, International guests.

As we look ahead to the next Lion year, please note that you will be able to read your district newsletters for any MD39 news/updates.

With my heartfelt appreciation for all the special memories,

Lion Council Chair, Betty (Simpson)  
MD39 2024-2025  
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As Multiple District 39, Council Chair, I was excited to be able to announce the approval of a LCIF Vision Grant during the MD39 Convention in the amount of \$74,535 to expand and equip Envision.

This grant application was submitted by MD39 prior to the February 1, 2025, deadline to be reviewed at the LCIF trustees meeting beginning May 1, 2025. A special thank you also goes to PCC Jay Lugo for his work on the grant application. The LCIF Vision Grant is a matching grant and we are pleased that our amazing MD39 Lions and Lions Clubs have already helped raise the match amount!

Our MD 39 Lions are encouraged to share this exciting news and help spread the word that our Multiple District 39 does indeed, benefit from donations we make to LCIF! ROAR! A hearty thank you goes to the clubs and Lions that have made donations to LCIF this Lion year.

Thank you, to Lion Rick Shurtleff, LCIF 39W District Coordinator, whose three year term ends on June 30. We wish DC Lion Rick the best as he continues with other Lion service.



## LCIF Notes:

- The annual LCIF training will take place at Atlanta, GA, in September. Both District Coordinators and Multiple District 39 Coordinator will be attending. LCIF Area H Co-Team Leader- PCC Cliff Hart (American Falls) will also be attending.
- We plan to again have a “Heart of a Lion” fundraiser for LCIF. Watch for details in your district newsletters this summer.

Thank you, for being such AMAZING Lions!

My Fond Regards,

Lion CC/LCIF Multiple District 39 Coordinator, Betty (Simpson)



LCIF MD39 Coordinator Betty, District Coordinators (39E-PDG Lyndon, 39W-Lion Rick) pictured with PIP Bryan during a LCIF training.



Our final 2024-2025, MD39 Council meeting held on June 16, 2025.

Hello fellow Lions.

I am honored to be asked and then to be appointed to be the Council Chair for Multiple District 39. I am humbled for the respect and support I have received to bring me to this office. I am still in the learning process for all the responsibilities that come with this position, but I have some great teachers and mentors.



I am excited to be working with DG 39E Paula Turner, and DG 39W Peggy Hess. These ladies are strong Lions with serious plans for their districts. I have asked PDG Lisa Allen to be my Vice Council Chair, because of her passion, knowledge and drive for Lionism. I expect to learn and accomplish a lot with these leaders.

Recently the districts have seen positive growth, and that is exciting for those clubs to gain new energy and possibly new ways to serve. Lion Lawrence Hunt has jumped at the chance to lead the Global Membership Team, and Lion Chelsea Straw-Holguin will lead the newly formed Global Extension Team. Briefly the GM Team is looking for way to increase membership in existing clubs and GE Team is trying to search for ways to start new clubs. LCI is showing how serious they are with membership, that there is training in Las Vegas for the DGs the GMTs and GETs to learn how to increase membership in Idaho and Eastern Oregon. Membership growth has been a buzzword for a long time, and it will be exciting to see growth in service being taken seriously.

The Leo Clubs have been a positive service learning for our youth. I am pleased to announce there is a big push by both District Governors to gain new Leo Clubs. Many schools require service hours to be performed by their students. It is just so right that Lions, who are the experts in community service, are there to help organize and aid these possible future Lion members. I know its not easy, but all clubs should be pushing to establish their own LEOs.

While I have established a solid core of Lions for the Council positions, I am currently looking for a Secretary, Service Team Coordinators (Diabetes, Environment, Hunger, Childhood Cancer, and Vision), Marketing, Peace Poster Chair, Patriotism Essay Chair, and Convention Committee positions. If you are excited about filling one of these positions, please let me know.

The Council is here to aid and encourage the Districts, and I am looking forward to a fun and successful 2025-2026. Oh yeah, and a large, entertaining, and learning convention.

Yours in Service  
Lynn Johnson

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### ***Sad News from PID Floyd***

I am saddened to report that my good friend Lion Neil Cross passed away. Neil was a longtime Lion of the Twin Falls Lions Club & a Charter Member of the Valley Lions Club, with more than 50 years of service as a Lion Member

Neils services are scheduled for Friday, July 11, 2025, at 11:00 am, at the White/Reynolds Funeral Home, on 2466 Addison Ave. East, in Twin Falls, Idaho. A light snack/meal will be served at The Snug, in Hazelton, ID, immediately following the service.

PID Floyd Miller



### Marketing: A Powerful Tool to Elevate Your Club's Impact

**Marketing can help raise the visibility of your club and amplify the great things you are already doing.** Whether it is recruiting new members, promoting a service project or fundraiser, or simply sharing your incredible service stories, marketing helps shine a light on your club's efforts and impact.

Over the past year, we've seen an inspiring increase in marketing activity across our clubs. From press releases to social media campaigns, clubs are stepping up to tell their stories—and it is working! Lions are gaining more recognition in their communities, and more people are learning about the powerful service we provide. TV and radio coverage can be an added bonus when available, offering even broader exposure.

### **Want to Make a Difference? Join the Marketing Movement**

There are several roles that support marketing efforts within the Lions organization. No matter your experience level, there's a place for you:

#### **Marketing-Minded Member**

- **Role:** Be a marketing champion. Support your club's marketing activities, wear your Lions gear with pride, and act as a brand ambassador.
- **Who Can Join:** Everyone is welcome!

#### **Club Marketing Chair**

- **Role:** Lead your club's marketing efforts. Create marketing plans, promote events, share stories on social media, and spotlight service in partnership with fellow Lions.
- **Who Can Join:** Appointed by club officers.

#### **District and Multiple District Marketing Chairs**

- **Role:** Lead district-wide or multiple district marketing campaigns. Collaborate with leadership to enhance public relations and communication across all clubs.
- **Who Can Join:** Appointed by the District Governor or Council Chair.

#### **Resources to Help You Shine**



Lions Clubs International offers a wealth of resources to help clubs succeed in their marketing efforts:

- **Brand Kits & Logos**
- **Social Media Kits**
- **Public Relations Tools**
- **Position Descriptions in Constitutions**
- **Online Training & Seminars**

You can access these tools anytime on the [Lions International website](#).

#### **Ready to Get Involved?**

If you're interested in supporting your club's marketing or stepping into a leadership role, contact your **Club President**, **District Governor**, or **Council Chair**. Your voice and vision can help bring the Lions story to even more people.

Let us make sure the world sees the difference Lions make—**because great service deserves great visibility.**  



**We Serve**

## **It's that simple!**

Lions serve our communities - locally, nationally and internationally - yesterday, today and forever going forward because kindness matters

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### *Help Needed*

#### **Lions, we need your help.**

The Meridian Lions Club and Envision need volunteers for the 1st Annual Idaho Meat & Tater BBQ over Labor Day weekend. Please see the attached flier for details and use the QR code or visit the website to sign up for a volunteer shift. Everyone interested must sign up online. Feel free to ask your family, friends, and neighbors to join us.

We are looking for 21 Lions to judge the Meat and Tater BBQ Fest Car Show on August 30th from 10 am to 2 pm at Kleiner Park in Meridian. We need "car enthusiasts" who can distinguish between stock and modified (custom or resto-mod) vehicles. Each team of three judges will evaluate 4-8 classes of cars, awarding three prizes per class. It should be a lot of fun!

We need three judges for each of the following seven categories, which will include both classic (pre-1980) and modern (post-1980) vehicles:

- Mustang/Cougar
- Jeep/Bronco/Scout/FJ/Classic Trucks
- Corvette
- Camaro/Nova/GTO/Malibu/Chevelle/442
- Mopar and AMX (Dodge/Chrysler/Plymouth)
- 1900-1949 hot rods, Tri 5 Chevy
- Japanese and European sports cars

If you are interested or have further questions, please contact [dvdlaing@msn.com](mailto:dvdlaing@msn.com).



# VOLUNTEERS NEEDED

## LABOR DAY WEEKEND



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**PRESENTED BY THE MERIDIAN LIONS &  
SNAKE RIVER LIONS**

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SCAN



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### Newsletter

It has been both a pleasure and a privilege to produce the MD39 Newsletter, and we hope that you have found it as enjoyable to read as we have in compiling it. Throughout this journey, we have strived to bring you insightful articles, updates on important events, and engaging stories. Our goal has always been to create a publication that not only informs but also entertains and connects us all. Thank you for being part of our readership.

Your Newsletter Team

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MD39 Convention























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