



District 26-M7
The Heart of
Missouri Lions

District Governor's Team
2015 - 2016

DG Allen Moore

Rocky Mount Lions Club
armoore_25@hotmail.com

1VDG Don Soph

Holts Summit Lions Club
donsoph@hotmail.com

2VDG Lou Ann Hathcock

Jefferson City Breakfast
Lions Club
balloonsisters@aol.com



Between the Lions



The District 26-M7 Newsletter

January 2016

District Governor Wisdom

District Governor Allen Moore

The planning for our District Convention is nearing its final stages. We have an interesting event planned for you. I am especially excited about our Lions parade through Eldon's downtown district. This will give the storeowners and citizens of Eldon a chance to experience just how great our Lions community is. The convention also will feature breakout sessions on the Centennial Challenge, Service Ideas and Projects and a New Member Workshop. I encourage all Lions to attend and share their ideas to help our district grow in service.

International Director Richard Liebno and his wife, Grace, are our honored guests. They are visiting from Westminster, Maryland. Let's have a large and lively turnout to welcome them to Missouri!

Our hospitality night on Friday, March 11, will provide a relaxed atmosphere for Lions to meet and share fellowship. We ask that Lions bring a pot luck side dish for the evening. We also ask that Lions and clubs donate items for the silent auction and a gift basket or special item for the live auction. As always, there is no charge for the hospitality night; all Lions are welcome to attend.

On Saturday, March 12, registration begins at 7:00 a.m. A special meeting of club presidents with International Director Liebno is scheduled for 8:00 a.m. We begin assembling for the parade at 8:30 with step off at 9:00.

Again, I encourage every Lion in our district to participate in our convention on March 11 and 12 at the Eldon Community Center.

I look forward to seeing many Lions at the district convention!

Greetings

1st Vice District Governor Don Soph

Greetings Lions of M7! Hope all had a Merry Christmas, and I wish you and your families all the best for 2016.

The new year is here and that means making room for, well, all things new. At your clubs, it's an excellent time to make room for new members! At your first club meeting of the year, have a serious discussion about expanding membership. Your club should be taking a good look at what you've done in the past and what you could do now to grow your numbers.

The best way to go about this is for your club to have a specific membership growth plan. If your club has one, excellent! If not, take time early in the year to come up with one. With a membership growth plan, your club will have a blueprint to follow to grow your club to a level that best serves your community.

The best way to develop a membership growth plan is to form a membership committee. Most clubs have a membership chair, which is a very vital and necessary position. But a strong group of dedicated Lions should be brought together to draw up a solid, achievable plan for growth. The committee should examine past membership growth successes and explore ways to revitalize those. Additionally, the committee needs to develop specific new plans to attract new members. The plans should be clear, time specific and within reach given the current club and community make up.

Attracting new members cannot be placed on the shoulders of a lone membership chair. A group of members is needed, and the club must be dedicated to growth. Creating a membership plan is the best way to put your club's dedicate into action. It's not difficult to do, and your club will benefit from the organized effort.

Once again, happy 2016. As always, feel free to contact me if ever I can be of assistance.

Wanted: Club Officers Interested in Serving Other Lions

The District Global Leadership Team (GLT) is seeking club officers who would like to share their experiences with new and "retread" club officers. The club officer training emphasizes the responsibilities of the president, secretary and treasurer as well as covering the roles of each member of the board of directors.

As our clubs are approaching the time for club elections, the GLT Team is preparing its Club Officer Training sessions. If you are interested in helping in the preparation and presentation of the Club Officer Training, please contact our District GLT Coordinator, Jesse Hathcock, Jess26M7@aol.com, 573-338-5530 or 608 Castle Dr, Jefferson City, MO 65109.

My Thoughts

2nd Vice District Governor Lou Ann Hathcock

My message is directed to the leaders of each Lions Club – the presidents and secretaries.

What is your Lions club doing?

Unfortunately, this is a question that the district officer must repeatedly ask although the information should be readily available on MyLCI. The Lions Clubs International reporting system has steadily improved over the years.

Despite the advances in communication technology, someone must initiate the conversation. In the case of information about Lions club membership and activities, the start of the conversation lies with the club president and secretary. In far too many cases, our Lions clubs are not making their reports.

I remember the years when my husband was his club's secretary, before automated reporting was available. Once a month, he would pull out the Membership and Activity Form and enter the information, trying to squeeze the club's activities in the tiny section on the bottom of the form. He would then prepare the envelopes, apply the postage stamps and run out to make copies of the reports for the district officers. Today, using MyLCI, the secretary can sit at a computer and easily update the membership in a matter of seconds (if there are no changes) or minutes (if adding or deleting a member). Adding the activities information admittedly takes a few minutes. Once the secretary or president saves the changes, the updated information is instantly available for the district officers to view.

How bad is the reporting? Let me share some numbers with you:

As of November 30. We had 21 clubs delinquent in reporting their membership information. Eleven of the clubs were delinquent by more than three months. By December 30, this had improved to 12 clubs delinquent and 8 clubs were delinquent by more than three months. Our District MyLCI Administrator spent a part of his New Year's Eve contacting club secretaries to ensure the reports were completed on time.

Reporting on activities is even worse. We have 29 of our 39 clubs delinquent in reporting their activities, with 10 clubs not reporting activities in over two years.

The district's officers rely on these reports to know how active our Lions clubs are and the impact they are making in their community. The lack of reporting is an indication that a club may be experiencing difficulties in keeping their Lions energized and making sure the community is aware of the Lions' impact.

Lion leaders, we can do much better than this. Please take a moment to review your club's reporting history. If you have any questions or need assistance, please contact me or our District MyLCI Administrator, Jesse Hathcock (jess27M7@aol.com or 573-338-5530). The administrator can especially help the clubs whose presidents and secretaries do not have access to a computer.

Public Relations is *Not* for Everyone.

Your Lions club is probably not the “normal” club. Your club possibly has all the fundraising and service projects that it needs. Perhaps you have too many members.

If so, stop reading now. This article is only for those clubs that don't measure up to your standards. Now we can concentrate on those that would like to know more.

Many clubs are located in small communities and don't have the media resources that some city clubs enjoy. All clubs can make sure they have information available about your local Lions club available at all your fundraising and service projects. Create a club fact sheet that can be handed out to persons in the community.

If you have a radio station, get a couple of members to talk “on air” about upcoming events. You can even offer some free tickets for those calling the station. Most stations appreciate this from service clubs. The station can even be in a neighboring town.

Social media is a great way to get noticed and Facebook is a good start. You can post about club meetings, projects, those you help in the community, and any other items of interest about your club.

A booth at a community event can also be effective in letting people know about your club. Get permission to put up flyers in stores, offices and other public places about club events. Encourage your members to talk about Lions with family and friends. Ask community leaders what they need.

If you make a donation, invite those who benefit. If you sponsor a student (band, football, etc.) invite them and their parents to a meeting to tell about their experience at the sponsored event.

Participate in community festivals, health fairs and parades and have members wear Lions' vests, hats, shirts and lapel pins. Invite event organizers to your club meetings.

Have 2 to 3 Lions get together and talk about what could be done in your community for public relations. The www.lionsclubs.org website, the *Lion* magazine or even this *Between the Lions* newsletter can provide ideas. Contact the district public relations chair for assistance (now there is a concept). Look at your community's needs and provide a project to meet that need. There is nothing like people in your community experiencing your club working in the community.

Use the hearing equipment and Saving Sight programs (www.saving-sight.org) in your community.

Take photos of your club activity and include them in social media and advertising or notices for the public. Use action images with Lions doing things.

Sponsor a Peace Poster contest in the schools, as the students and their parents will come to know about Lions. We have a district Peace Poster chair that can help and kit is inexpensive.

Place a Lions sign with meeting information in your community.

Start a Public Relations effort for your club. It will have a positive effect on your clubs effectiveness.

I hope those Lions who don't need public relations did not read all this. They may change their mind! This article is not all-inclusive. If you would like more information or assistance with PR, contact Lion Dan Bernskoetter, Public Relations Chair, at danbernskoetter@gmail.com or 573-230-3013.

Tips to Increase Membership

Every club should have a good mix of membership strategies for retention and to increase growth. At the mid-point of our year, is a good time to review our progress in keeping our Lions involved and recruiting new members. Building on last month's tips, here are some more ideas:

1. Get new members involved on committees and projects

Make sure that all Lions are aware of what your committees are and encourage them to get involved. A wide variety of skills and talents are needed to run a successful club; everyone's contribution is needed.

2. Have a membership contest

Any member who brings in a new member during the year has their name put into a hat. A drawing is held in June, and the winner gets a number of free meals the next year or their membership dues for the coming year reduced by half! There can be various takes on this - maybe the member who brings in the most members during the year gets a free membership the following year. The key issue is that your membership grows as a result of a collaborative effort.

3. Challenge every member to bring a friend to at least one meeting per month

Ask one guest to provide a short comment toward the end of the meeting about what they thought about the meeting. This will give you a good indication whether they are a potential member. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest at the beginning of the meeting that these comments will be requested at the end so the guest is not caught off-guard .

4. Make use of other organizations in your community to "spread the word" about your club

Service clubs, networking organizations, and professional associations are always looking for speakers. Many business organizations are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your Lions club and how it impacts the community.



Welcome Our New Lions

Jefferson City Host Lions Club

Bruce T. Berger
Sponsor: Dan Bernskoetter

Kathleen A. Berger
Sponsor: Dan Bernskoetter

Rocky Mount Lions Club

Tim R. Clarke
Sponsor: Allen Moore

Russellville Lions Club

Nathan L. Gargus

When was the last time you asked someone to join in serving his or her community?

Great Things Happen When Lions Clubs Band Together

On December 4th, you could hear bells ringing loud and strong at many retail establishment sites throughout Jefferson City – it was a special day for the local Salvation Army’s Red Kettle Campaign because six of the Cole County area Lions’ Clubs banded together to ring at 19 kettle stations (16 locations) for the entire day! Our participating clubs included Jefferson City’s Breakfast, Capital, Evening and Host Lions, and the Lohman Lions and Wardsville Lions.

For several years now, the Clubs have partnered on one day in December to undertake this service project, initiated by the Host Lions Club to help raise money to ensure the continued good work of the Salvation Army in our community. Every year, the Lions set a kettle donation goal higher than the previous year’s, aspiring to ever better the outcome of our endeavor – in 2014, although we did not realize our goal of \$12,000, we approached that target with a record collection day of almost \$11,500; this year, we set the goal at \$12,500!

Donning Lions vests over Salvation Army bell-ringer aprons, 147 Lions cheerfully staffed kettle stands all day for a total of 187 hours – many Lions rang two or more hours – of ringing during the year 2015 ‘Lions Bell-Ringing Day’ (as it’s been affectionately dubbed)! And when it was over and done, we were most pleased to learn our efforts resulted in influencing cumulative kettle donations for the day of an astonishing \$15,617.11! This is an all-time high that will, admittedly, be a bit more of a challenge to best next year -- but hey, we’re Lions!!! We serve!!!

Recognition is extended to the Lohman Lions Club for having the highest percentage (50%) of their membership ringing bells. To note, too, the Cedar City Lions Club, which did not have members ringing this year (but maybe next year ...), supported our cause with a very nice club monetary contribution.

This was yet another proud day to be a Lion, knowing you are truly helping those in need, especially during the Christmas season.



Lion Mark Kross, JC Host Lions (left), poses with Salvations Army’s Lieutenant Christopher White.



See your Lions or Lions Club Activities Featured in *Between the Lions*, The District 26-M7 Newsletter

Submit your articles and information to Jesse Hathcock at Jess26M7@aol.com or 608 Castle Dr, Jefferson City, MO 65109.

Submit your contributions to the newsletter by the last day of the month preceding publication. The next date for submissions is by January 31st.



Lions Club Activities

Hermann Lions held its annual Christmas party at the Hermann Hill Conference Center. Attending were nine wives of our deceased members including Dorothy Heying, who just turned 106 years old. Twelve Lions were recognized for their combined service of 340 years to the club and the community – Bill Fricke received his 55 years of service chevron and with Roger Blumer and Dr. Bob Henson received their 50 years of service chevrons. Lions Mark Myer and Rick Bartel were inducted as Melvin Jones Fellows for their selfless service to the club. Lions toured the new Saving Sight Lions Volunteer Center and processed eyeglasses. The Lions cooked and distributed 200 bags of their famous kettlekorn and 400 hot dogs at the Christmas on the Corner event.

Russellville Lions Club filled 400 bag with peanuts and 20 bags of candy (for the peanut allergies) city's Christmas Parade. The parade included fire trucks, floats for local churches, tractors, the Russellville band High School band and, of course, Santa Claus.

Chamois Lions donated money, shopped, and wrapped gifts for the family adopted for Christmas through Osage Caring Projects. Lions planted the live Christmas tree on the Chamois Old Town Square and put up the City of Chamois Christmas decorations.

Jefferson City Host Lions Purchased 20 vests for the school district's safety patrol. Lions purchased gifts and food cards for their adopted families. Lions planted 400 daffodil bulbs at garden entrance at Memorial Park. Delivered Christmas gift baskets to our shut-in members.

Eldon Lions rang the Salvation Army bell at Woods Supermarket and Wal-Mart and read books to children at Head Start. Donated funds to the Eldon Food Bank.

Jefferson City Breakfast Lions assembled 20 Christmas baskets and distributed the baskets to elderly people in need. Club members purchased useful items and Christmas items for the baskets. Lions participated in Lions Club/Salvation Army Red Kettle day in our community.

Jefferson City Capital Lions made 10 lap robes for the residents at Bristol Manor and 5 members shared the robes and visited with the residents. The club is holding its annual nut sales.

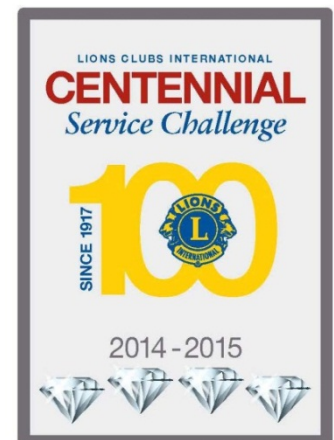
Jefferson City Evening Lions sponsored and served an evening meal at the Salvation Army. The club also held its annual pork loin smoker, preparing and selling 240 loins over two days as a major fund raising event.



Remember to report your Lions club activities on MyLCI (<https://mylci.lionsclubs.org/LogIn.aspx>) to qualify for Centennial Service Challenge awards.

Club presidents and secretaries may update their club's membership and activity information on MyLCI. Club secretaries without access to MyLCI may send their membership and activity information to the district's MyLCI Administrator for entry into the LCI database.

Send the information to Jesse Hathcock, 608 Castle Dr, Jefferson City, MO 65109 or call 574-338-5530.



Lions Club Activities (continued)

Lake Ozark Lions held a new member canvas campaign, assisted by Lions from other district clubs. By the end of the drive, it is anticipated that the club will add 8 - 10 new members.

Lohman Lions participated in the town's Visit with Santa, distributing bags of candy and fruit. Participated in Lions Club/Salvation Army Red Kettle day in Jefferson City.

Owensville Lions Club participated in Operation Christmas by ringing the bell at Salvation Army kettles in Owensville.

Rocky Mount Lions delivered fruit baskets to the elderly to the three local area nursing homes and donated toys and clothing to local children in the Rocky Mount area for Christmas.

Centennial Challenge Update:

Since July 1, 2015, District 26-M7 Lions reported they conducted:

147 activities in the Global Service Action Campaigns with **26,876** people served.



Lion Betty Knipp, Auxvasse gets into the Christmas spirit.

Sponsor 2VDG Lou Ann pins JC Breakfast's "Centennial" Lions Kris and Kim Nocula while PID Donal Knipp looks on.



JC Evening Lions "Lions Eyes" band entertained students at Dogwood Hills School in Eldon, MO and the H. Kenneth Kirchner School, Jefferson City.



Raffle to support LeaderDogs for the Blind



Henry Golden Boy 22LR

The Lions of District 26-M7 are raffling a "Made in the USA" Henry Golden Boy 22LR rifle with two receiver covers: a specially engraved receiver cover and a brass receiver cover for rugged use.

Each ticket is \$5.00. Only 500 tickets are available.

To be eligible, you must be 21 years of age and have no criminal history or mental health issues.

Drawing is at the District 26-M7 Convention, March 12, 2016, Eldon Community Center. You do not need to be present to win.

For tickets, see your District Governor Team:

DG Allen Moore: e-mail: armoore_25@hotmail.com; 573-216-8628

1VDG Don Soph: e-mail: donsoph@hotmail.com; 314-304-5054

2VDG Lou Ann Hathcock: e-mail: balloonsisters@aol.com; 573-338-4687



A Lions
fundraising
project

The Jefferson City Host Lions proudly present their

60th Annual *HAM & BEAN and CHILI* Lunch and/or Dinner

Wednesday, February 3, 2016

Selinger Centre next to St Peters Church

- "All-You-Care-to-Eat" (includes sauerkraut, cornbread, hot dogs, cake, beverages, and condiments)
- **DINE-IN** main hall.
- **CARRY-OUT** (downstairs kitchen area – bring your own container or available with our compartment plates).

Adult tickets \$8.00 in advance or \$9.00 at the door (\$4.00 for children under 12 at the door)

Call Lyle Rosburg at 893-8573 for 'advance-ticket' information

Being able to "serve" you enables us to "serve" our community! Thank you!!!

Zone 4 (Cole County) Meeting

Join us for a "Dessert Fest" on February 17 at the Hyde Park Conference Room

Instead of a meal, we will indulge in variety of desserts during the meeting

The meeting begins at 7:00 pm.

Please reply to 2VDG Lou Ann Hathcock, balloonsisters@aol.com or 573-338-4687 by February 15.

Zone 3 Mini-Meeting

Representatives of the Chamois, Hermann and Owensville Lions are meeting at Simon's on the Waterfront in Hermann on January 30, 2016, at 5:30.

Please reply to Zone Chair Mark Schaeperkoetter, markschae1@yahoo.com, by January 28, 2016

The **2017 State Convention Host Committee** will meet at 6:30 p.m., January 26 in the Hyde Park Conference Room. All Lions interested in hosting the Missouri Lions state convention as we celebrate 100 years of Lions service are encouraged to attend the meeting. No reservations are necessary.

Calendar of Events

Jan 30	Council of Governors, Ramada Oasis, Springfield	Jun 24-28	Lions Clubs International Convention, Fukuoka, Japan
Feb 3	60 th Annual JC Host Lions Ham & Bean (chili, too), Selinger Center, 11 am - 1:30 pm and 4 - 7 pm	Jul 23	Council of Governors Meeting, Warrensburg
Feb 17	Zone 5 (Cole County) meeting – 7 pm, Hyde Park Conference Room	Jul 23	MO Lions All Star Football Game Warrensburg
Mar 11-12	District 26-M7 Convention, Eldon	Sept 15-17	USA/Canada Lions Leadership Forum, Omaha, NE
Apr 15-16	Mid-South Lions Sight and Hearing Leadership Weekend, Memphis, TN	Oct 29	Council of Governors Meeting. Country Club Hotel, Lake Ozark
Apr 28 – May 1	State Convention, Ramada Oasis, Springfield		