



October 2025

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



From the desk of the Governor



2025-2026 District Officers

Governor: Lion Aleta Cozart
1st Vice Gov.: Lion Kenny Kinsey
2nd Vice Gov.: Lion Chuck Vasilion
Secretary: Lion Denise Temple
Treasurer: Lion Robert Phillips
IPDG: Lion Carl Cozart

2025-2026 Zone Chairs

R1-Z1: Lion David Grimes
R1-Z2: Lion Jody Sivyer
R2-Z1: Lion Blaine Lafler
R2-Z2: Lion Curtis Sonnenberg
R3-Z1: Lion Mark Jorgensen
R3-Z2: Lion Eileen Delaney
R4-Z1: Lion Chrissy Andre



DG Aleta Cozart 989-277-2833
gonehunting35@yahoo.com

The Melvin Jones Fellowship (MJF) is the backbone of the Lions Clubs International Foundation. It is presented to individuals who donate \$1,000 to LCIF or to people for whom a donation was made by others.

Your Lions Club can again participate in District 11-C2's "Melvin Jones Challenge 100." Do it at your next Club meeting by contributing \$100 from your Club with a check made out to "District.

11-C2" and send it to DG Aleta Cozart, 215 N. Shiawassee Street, P.O. Box 362, Bancroft, MI 48414. (Do not send to LCIF or LMSF, please.)

I will send you a ticket for each \$100 your Lions Club contributes. Put your Club in the running to be selected in this special Challenge. Get your chance to be able to have the District award a Melvin Jones Fellowship to the person your Club chooses. For every ten clubs participating, the District Governor will randomly select one Club ticket to designate a recipient for a District application.

Beginning with the next District 11-C2 cabinet meeting, I will also announce that I will not only continue with this challenge started by PDG Carl, I will now be adding an additional individual challenge, at a contribution of \$10 per ticket. Keep looking for even more information on this "Melvin Jones' Individual Challenge 10."



Contents:

- Lions Club News from Around the District
- Upcoming Lions Events and Programs
- Lions Marketing/Publicity Speaker Now Available
- LCIF Club Chair Info
- Craft Your Story To Tell Prospective Members
- and much more!

Places of Interest:

[Lion PRIDE State Magazine](#)
[District Web Site](#)
[Past District Newsletters](#)
[Lions of Michigan Foundation](#)
[Lions of Michigan](#)
[Lions Clubs International](#)
[Lions of Michigan YouTube Channel](#)

Bit of Wisdom



True Leadership is about inspiring others today in order to shape a better tomorrow.

District 11-C2 Cabinet Meetings

NOTE: The date of the next District Cabinet meeting of the 2025-2026 year has now been moved up a week! Please be sure to RSVP to Cabinet Secretary Lion Denise Temple at tsjellyboo@aol.com for all upcoming cabinet meetings:

- October 18, 2025 9:30am District Cabinet Meeting at Delhi Café, Holt
- January 17, 2026 9:00am District Cabinet Meeting at Perry VFW
- March 13 and 14, 2026 Celebration of Service / District Business Meeting
- April 24, 2026 5:00pm District Cabinet Meeting at Dutch Hollow, Durand



St. Johns Lions Club

What a beautiful morning for the St. Johns Lions Club adopt-a-highway fall roadside cleanup! The team focused on the south end of Business 27. Two hours, eight full trash bags, and one found dollar later, they completed the job. Thanks to Lions Lannie Fisher, Jeff Cannell, Gloria Carnicom, and Kim Chapko.



Lansing Capital Lioness Lions Club

LL Lori Shepard & friend were seen promoting KidSight services at Potter Park Zoo this summer.



Around the
District



Hartland Lions Club

Hartland Lions Club President Kurt Stromlund presented Cromaine Library's Liz Welch Community Relations Manager with a check that the library will use to purchase items to support patrons with low vision.



Around the
District



*Dine at Applebee's
and support the
St. Johns Lions Club*



When: October 15, 2025 – 4:00-8:00 PM

Where: St. Johns Applebee's
2440 Ontario Drive

How: Tell your server you are there for the St. Johns Lions Club and a percentage of all sales will be donated to them. All money raised supports community projects.

Why: By "Eatin' Good in the Neighborhood" you are helping the Lions Club fulfill their "We Serve" motto.

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LBLC

CAMP CONNECTIONS

NEWSLETTER

Connecting our community with the latest stories, updates, and events from Lions Bear Lake Camp. Stay informed and inspired as we continue our journey together year-round.

Denise Temple- Camp Champion

Every camp has those people who quietly become part of its heartbeat. At Bear Lake, one of those people is Denise Temple. Denise shows up. In the spring and summer, you could find her in the kitchen with trays of cookies and baked goods, helping make sure campers had the kind of treats that feel like home. She comes to the annual Workbee ready to get her hands dirty and help prepare camp for the season ahead. When February rolls around, she's there for the Ice Plunge. And when crafters gather in the spring and fall, Denise is right in the middle of it, giving her time and energy without hesitation. She also notices the little things that most would overlook. Every time she's here, Denise loads up the camp's cardboard and takes it with her to recycle, turning something ordinary into another way to give back. It may not sound glamorous, but it speaks to who she is — someone who sees a need and quietly takes care of it. What makes Denise a Camp Champion is not just the number of ways she volunteers, but the spirit she brings with her. She has a way of reminding us that service is not always about the spotlight. Sometimes it's about showing up again and again, filling the gaps, and making sure things are better because you were there. Denise is proof that the heart of camp is not only found in the big moments but in the everyday acts of kindness that keep this place running. We are grateful for all the ways she continues to pour into Bear Lake.



Grand Ledge Lions Club

The Grand Ledge Lions made presentations to DG Aleta Cozart and Student of the Month Lydia Jagger.



Around the District



Bath Township Lions

Our local little yellow pantry needed donations, so the Bath Lions made a small donation.





DeWitt Lions Club

We had the honor of hosting Lion Dan Coss, Dewitt City Administrator, Brian Curtis, DeWitt Chief of Police, and John Braska, DeWitt area Fire Chief. Also pictured are Lion members Jim Kraft and Sheriff Sean Dush. They informed our members about the great work they do around the city and the schools and upcoming improvements to our local parks including pickle ball courts, adult fitness station, playground equipment and path to the river – also road and street projects.



Around the District



Ovid Lions Club

MEDICAL EQUIPMENT PROJECT

The Ovid Lions Club is looking to collect used medical equipment in good condition. We are working to build a medical equipment closet for those in our community. The equipment would be loaned out to residents for as long as needed at no cost.

WE ARE IN NEED OF

- ✓ Wheelchair
- ✓ Shower Seats
- ✓ Mobility Scooter
- ✓ Bedside Commodes
- ✓ Crutches - Adult and Youth

CONTACT LION HOLLY HIBBARD AT
989-666-2215 OR
ALLSMILESHKH@AOL.COM TO
ARRANGE PICK-UP



Ovid Lions Club

Ovid Lions invite area residents to be a part of their community-led initiative to create a medical equipment closet. They invite people to donate equipment they no longer need. Happy to schedule pick-ups, Ovid Lions know community support is instrumental in helping create a lasting difference.



Ovid Lions Club

During the last week of September, our Ovid Lions' Adopt-A-Highway volunteers were out cleaning up the community, one piece of trash at a time.



Charlotte Lions Annual Cheese Sale

Cost is \$10.00 a package (about one pound) or Three packages for \$25.00

Variety Wheels are \$12.00 each.

Varieties offered for 2025

Pepper Jack	Smoked Gouda	Variety Wheel
Baby Swiss	Marble (Co-Jack)	Four Different
Sharp Cheddar	Horseradish	Cheeses in one
Colby	Farmers	package. (Includes
Garlic	Salsa Jack	Pepper Jack, Colby,
Amish Butter	Habanero Jalapeno	Colby Jack and
Premium Swiss	Bruschetta Jack	Monterey Jack.)

Orders must be placed by October 17, 2025 for delivery about November 7

Around the District



Mason Lions Club

Congratulations to the newest Lions of the Mason Lions Club -- Amber Cantrell and Dar VanAntwerp! District Governor Aleta Cozart welcomed them into Lionism on September 24, 2025, at a Mason Lions meeting that was also attended by IPDG Carl Cozart, 1st VDG Kenny Kinsey, and 2nd VDG Chuck Vasilion. Pictured are DG Aleta, Lions Amber and Dar, their sponsor Lion Doug Klein, and the Mason Lions Club president Terry Blauvelt.



St. Louis/Alma Lions Club

On September 8th, 2025, the St. Louis/Alma Lions Club presented the 1st Presbyterian Church of Alma with a check for \$410 (loose change) for their food pantry program.





Eaton Rapids Lions Club

ER Lions had a busy time in September with the Earth To Table food pantry dedication, the Xavier DeGroat Foundation Autism Communication Board dedication, and the Vision Screenings at the Eaton Rapids Education Foundation Block Party on Sunday! We are PROUD to be a part of these events in Eaton Rapids!

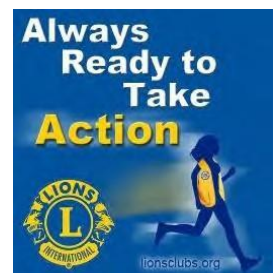


MISSION 1.5

Around the
District

Bancroft Lioness Lions Club

Good time working a recent breakfast at the Byron Masonic Lodge, with the Bancroft Lioness Lions Club.





Eaton Rapids Lions Club

ER Lions are on fire! They inducted 5 new members! They also have a new branch of Lions within the Earth to Table Urban Garden that they are so excited about. Anyone else want to join us? We Serve!



Lions of Michigan District 11-C2

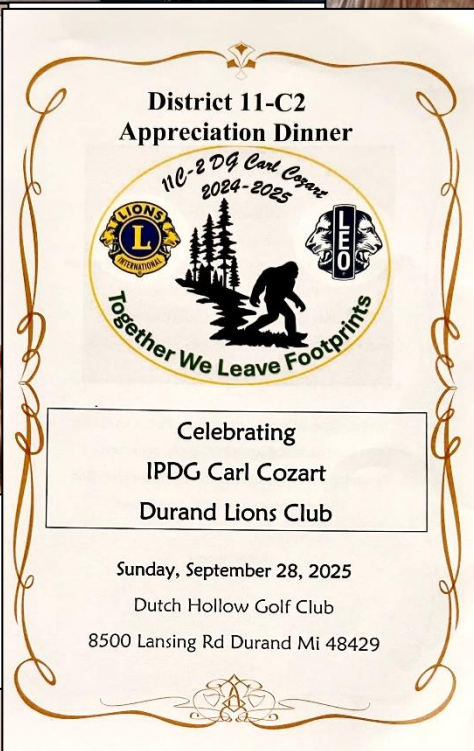
11-C2 Lions PDG Brent Beracy, PDG Traci Tribley, 1VDG Kenny Kinsey, Council Chair Becky Hamilton, PDG Ted Hamilton, and Zone Chair Chrissy Andre represented the district at the 49th Annual USA/Canada Lions Forum held in Atlantic City New Jersey. PDG Traci Tribley graduated from the Doctorate Program. 1VDG Kenny Kinsey graduated from Lions University with his Masters and PDG Brent Beracy graduated from the Doctorate Program. It was a great weekend of connecting with Lions across the USA and Canada and many great learning opportunities and seminars filled with great information to bring back to the district and clubs. Memories were made, Shenanigans were had, and somehow, they are all still allowed back in Atlantic City.

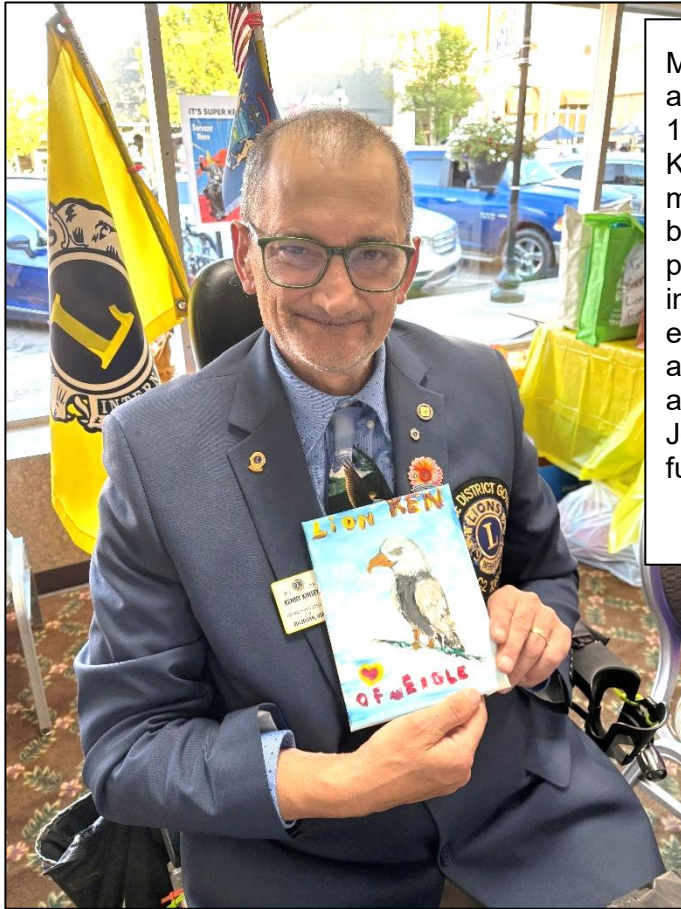
Around
the District



Thank you to everyone that was there at my appreciation dinner. It was a pleasure being the DG for 11-C2. I have met so many Lions that are like family to me. I'm so glad I didn't back out of it. I had a blast doing it! I can't thank my wife DG Aleta enough for being by my side through it all and In making sure I put all in for the great 11-C2 District. She helped me be the best DG I could be. I look forward to all I can do for 11-C2 going forward as a PDG and HOG for DG Aleta. I will do the best I can for you all as the PDG. Once again, thanks for being a great District to be a part of and thank you all. (If you'd like to know what a HOG is, it means Husband Of Governor. Again, thank you everyone!)

IPDG Carl Cozart





My heart is filled with thanks, love, and appreciation for the members of Lions District 11-C2. The Fall "Fun"draiser for 1VDG Kenny Kinsey was a success because of YOU! So many people sent monetary donations or brought brown bags or bid on items or purchased pizza buffet tickets or participated in the 50/50 or sent cards or helped at the event or many other things. I am grateful for all of your support! I am proud to call myself a Lion. A big shout out to my local club, St. Johns, for all of their hard work on this fundraiser too!

Sincerely,
Cheryl Hickey



READ ALL ABOUT IT – ONLINE!



Please be aware that the State Magazine ***Lion Pride*** (paid for by part of your State dues) is available by online access only. It will not be printed, mailed or e-mailed. This decision has been made due to the rising cost of publishing and postage. For your full color .pdf version, please access the ***Pride*** online through the www.lionsofmi.com website.

However, our Lions of Michigan District 11-C2 plans to continue to e-mail its monthly newsletter to all Lions in the district with a valid e-mail address. For additions or corrections to e-mail addresses, e-mail our editor at dougklein@usa.net. The district newsletter is also available online at [District Newsletters](http://www.e-district.org/sites/11c2/page-6.php) or <http://www.e-district.org/sites/11c2/page-6.php>.

UPCOMING LIONS OF MICHIGAN EVENTS

October 3-4, 2025
2nd Council of Governors Meeting

November 6-9, 2025
Lions Leadership Institute
Emerging Lions Institute – NEW!
MacMullen Center, Roscommon

December 5-6, 2025
3rd Council of Governors Meeting
Mount Pleasant, MI

February 27-28, 2026
Lions Michigan Forum
Kalamazoo Delta Hotel

May 14-16, 2026
MD11 Lions Convention,
Shanty Creek Resort, Bellaire

July 3-7, 2026
LCI Convention
Hong Kong China

September 3 - 5, 2026 USA/Canada Forum Memphis, TN

Check Lions of Michigan website for updates & additional information:

www.lionsofmi.com



Diabetes Awareness

A NOTE FROM PDG TOM DOYLE, OD:

One of the tenets of the Lions is preservation of sight. Diabetic retinopathy is a leading cause of blindness in this nation. Your club can help in the fight against this vision-robbing disease.

Through the Tri-County Office on Aging and MSU Extension we can provide intensive education for diabetic and prediabetic patients. Often, they may feel confused or lost by the sheer amount of information they have to consider.

The larger healthcare system cannot offer the clear and comprehensive training that Lions can now help to provide. The class is called PATH and it is a 6 week program to allow patients to better understand the ins and outs of their health care, especially as it relates to diabetes.

To help your own community members, all your club needs to do is find a suitable facility for 6 weeks of use – preferably at no charge. Then, contact me, so we can set up your club's partnership with Tri-County or MSU Extension. Your club's biggest job after that is publicizing the event in your area churches, doctors' offices, pharmacies, urgent care offices, etc.

Right now, our District 11-C2 account has some funds to pay for these types of events. The St. Louis/Alma Lions Club recently completed one in their community that was an enormous success. Call me, Dr. Tom Doyle, at (517) 881-9684 if you have questions. Then, email me to arrange for a PATH class in your community at tomdoyle1225@gmail.com.

“It’s a tremendous contribution to humanity and to the legacy of our founder, Melvin Jones.”



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Your Lions Club can also now participate in District 11-C2’s “Melvin Jones Challenge 100.” Do it at your next meeting by contributing \$100 from your Club with a check made out to “District 11-C2,” and send it to DG Aleta Cozart, 215 N. Shiawassee Street, P.O. Box 362, Bancroft, MI 48414. (Do not send to LCIF or LMSF, please.)

Put your Club in the running to be selected in this special Challenge. Get your chance to be able to have the District award a Melvin Jones Fellowship to the person your Club chooses. For every ten clubs participating, the District Governor will randomly select one Club to designate a recipient for a District application.



**Lions Clubs International
FOUNDATION**

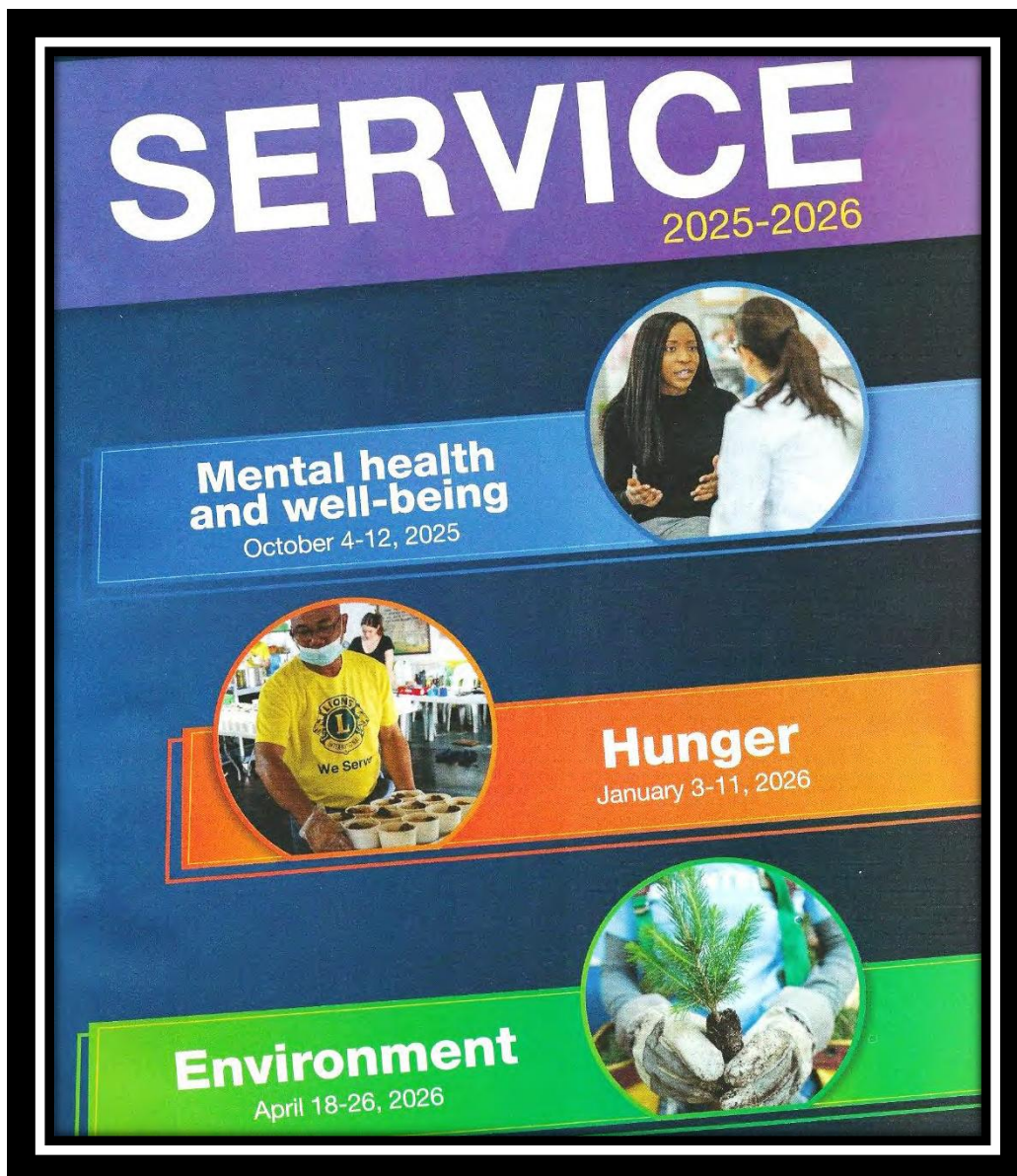
FROM THE LIONS GLOBAL ACTION TEAM:

The first Week of Service is coming October 4–12, and it's focused on mental health and well-being. This is an opportunity for Lions Clubs everywhere to amplify our global impact and lead visible, meaningful service that meets a real and rising need in our communities.

There are two other special service weeks coming in 2026. If your club hasn't included these in your planning, now's the time. For the first one, we've created tools to make it easy, available to download at <https://bit.ly/3DYsMxz>

- ◆ Mental Health and Well-Being Service Resource
- ◆ Serving Your Cause Project Planner
- ◆ Club and Community Needs Assessment
- ◆ Lions Quest for youth engagement
- ◆ Advocacy Toolkit for education and awareness events

[#LionsForMentalHealth](#)





DISTRICT 11-C2 EVERSIGHT TOUR October 11, 2025

Time: 10am
3985 Research Park Drive
Ann Arbor, MI 48108

LAST CALL!

RSVP to PDG Kurt Stromlund
stromlund@comcast.net or
810-923-4252

 **Eversight**
making vision a reality

Michigan Lions -



Take advantage of an opportunity to have your Lions hear in-person about how to put more of their Lions Club service on local TV and other media to attract members. Through June 2027, our Lions of Michigan PR/Marketing Chair Doug Klein is available to speak for free at your meetings conferences and conventions.

Lions will learn how to assemble and use their own publicity toolkit - a practical easy guide to crafting compelling stories about a club's service activities and effectively engaging with local news media.



<https://lfrb.gy/2djy85>



You may schedule a short talk for a club meeting, a longer breakout session, or even a two-hour workshop - for free. Just e-mail Lion Doug at douglein@usa.net or call him at (517) 775-8601 to check current availability and to reserve.

Just finished a presentation to District 11-E1 on September 27th!



Lions Clubs International
FOUNDATION

Melvin Jones Fellowships

...and a couple other notes

Greetings, 11-C2 Lions and Leos!

Questions that often come up are,

- "How much have I contributed toward a Melvin Jones Fellowship?"
- "How much has my club (or district) contributed toward an MJF?"
- "Who are the Melvin Jones Fellows and Progressive Melvin Jones Fellows in our club or district?"

I can answer those questions! Lions Clubs International Foundation sends me updated reports each month with this information. All you have to do to get answers is email me at KarenRoutson@yahoo.com.

We often refer to Melvin Jones Fellowships as awards. It's a nice recognition to be named an MJF but it's NOT technically an award. In fact, if your financial situation allows you to donate \$1000 (doesn't have to be all at once), you can name yourself a Melvin Jones Fellow.

In donating funds toward the \$1000 needed for a Melvin Jones Fellowship, you are helping to fund the critical work accomplished by our Foundation.

You can donate online at the LCI website: <https://www.lionsclubs.org/en/donate>. To learn of other ways to give, use this link: <https://www.lionsclubs.org/en/give-how-to-give/more-ways-to-give>.

District-wide we donated \$13,115.00 in 2024-25.

LCIF has set a fund-raising goal for our district of \$22,029.00 for 2025-26.

WE SERVE!

PDG Karen Routson
District 11-C2 LCIF Coordinator

The Power of Giving: Michigan Lions Supporting LCIF

Lions Clubs International Foundation (LCIF) is our global engine for service. Every dollar entrusted to LCIF becomes a grant that transforms lives—whether it's disaster relief, childhood cancer research, vision care, diabetes support, hunger initiatives, youth development, or environmental projects.

But the real power comes when we, as Lions, give consistently. Imagine the impact if every Lion in Michigan committed to just **\$20 a month**. That's less than a dinner out—but together, it could provide lifesaving resources across the world and right here at home.

Monthly Giving: Small Steps, Big Results

- **\$20 a month** = \$240 a year from one Lion.
- When multiplied by dozens of members across a club, that steady support becomes a lifeline for people in need.
- Automatic monthly donations are simple to set up and ensure LCIF can plan for sustainable, long-term projects.

Statewide Commitment: Every Club Counts

We are asking every club in Michigan to commit to at least one monthly donor. If every club in our state participated at even the minimum level, we could raise **tens of thousands of dollars each year** to empower LCIF's mission.

The Michigan LCIF Pin: Wear Your Pride

This year, Michigan Lions are also uniting behind our **LCIF Pin**. The sale of this pin alone has the potential to generate **over \$8,000 in donations**. It's not just a symbol of pride—it's a badge of impact. When you wear it, you're showing your personal commitment to serving through LCIF.

Why It Matters

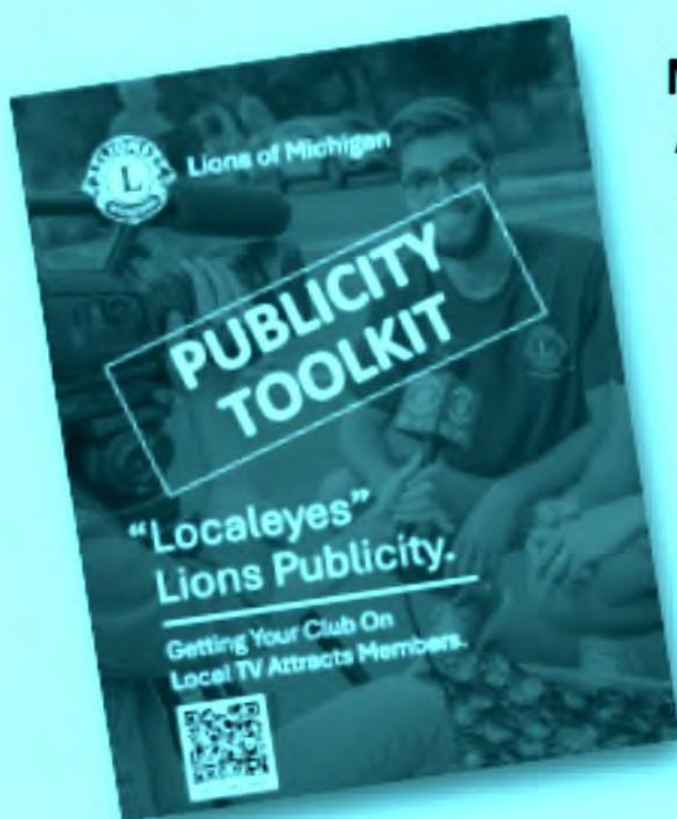
LCIF grants have already touched lives in Michigan—funding projects in vision screening, disaster relief, and youth programs. But to continue this level of support, we need every Lion to take part.

Together, monthly donations, club-wide commitments, and the sale of our Michigan LCIF pin can turn compassion into lasting change.

Will you join us in making a difference today?

The attached pin is available to anyone making a \$10 donation to LCIF.





**Michigan Lions –
Assemble your own
publicity toolkit to
help put more of
your club’s service
on local TV.**



<https://rb.gy/2djy85>

We’re getting you started with “Localeyes” folders and files on Google Drive. Go to <https://rb.gy/2djy85> or scan the QR code and then get ready to download a lot of great publicity resources. Add more of your own files in the future by clipping new resources you find useful and putting them in your toolkit.

Here’s what you have on the “Localeyes” Google Drive already:

- Introduction, overview, and info on how to organize your toolkit
- Media lists for Michigan television stations, e-mails, and more
- How to use talking points and examples for many Lions services
- News release templates, service project copy, and actual examples
- Samples of actual TV news spots, social media, and other materials
- Public relations and marketing articles on a wide variety of topics
- Miscellaneous resources from Lions Clubs International and more
- Lions graphics and AI photos – keep your memes and logos here

Now with two new sections on Lions Spokesperson Coaching and B-Roll Support!



DISTRICT 11-C2

HELP FIGHT HUNGER IN OUR COMMUNITIES

Your loose change makes a difference to food banks supporting our community members. During Our District Cabinet meetings, we will be collecting loose change again this year. The Hunger Committee also encourages each club to collect loose change at their monthly meetings.

Please contact Lion Jenny Stromlund (810-923-4251) or Lion Karen Ketola (517-927-4834) with any questions you have or if you'd like to match a Cabinet Meeting Collection.

Thank you to all the clubs that participated last year, we raised \$800 and were able to provide those funds to two Local Food Banks in our District. Let's double that this year!!

District 11-C2

Celebration of Service

**March
13th-14th 2026**

Comstock Inn
300 E Main St.
Owosso, MI 48867
989-725-0999

"District 11-C2" Discounted Room Rates: \$109

*Deadline to Reserve Room at the discounted price is 02/13/2026 If
requesting a handicap room please reserve early.*



Tell Your Story About Your Lions Club

by Lion Doug Klein, APR, CTA

In a world full of ads, pop-ups, and endless scrolling, facts and figures alone aren't enough to win over your audience. What truly grabs attention — and keeps it — is a good story. Storytelling isn't just about telling people what your Lions Club is about; it's about showing them why Lions can matter to them and creating an emotional connection that makes our service organization memorable.

One of the newer ways to assist Lions Club members to craft their own individual compelling stories is the "Recruiter's Passport." District Governors and other Lions Leaders can get these for you to distribute to your Lions Club members. The passport leads you step-by-step into how to come up with your stories and how to fashion them into riveting content.



It asks questions like "Why did you become a Lion?" that give you the basic blueprint for making your stories come from the heart — and making your stories work for you. Having quality conversations with well thought out "word-of-mouth" marketing communication strategies and tactics will make you successful.

Why does storytelling work? Stories tap into emotions, and emotions drive decisions. A great story makes your prospective members feel like they're part of the journey. Instead of saying, "We offer service," tell the story of how you went the extra mile for a community member in need. That narrative builds trust and makes your Lions Club relatable.

Here's how to tell a great story:

1. Know Your Audience: Understand their needs, challenges, and dreams so you can speak to what matters most to them
2. Show, Don't Just Tell: Use real examples, vivid details, and relatable scenarios. Let your audience picture themselves in your story.
3. Highlight Transformation: People connect with change. Share how your service takes someone from a problem to a solution.
4. Keep It Authentic: Audiences can sense when a story feels forced. Be genuine and honest.

Your story can live everywhere, from your website, social media posts, and videos to email campaigns and even printed materials. Keep the core message consistent but adapt the format to the platform.

When you weave storytelling into your quality conversations with prospective members, you turn your Lions Club from just another option for volunteering into a group with heart and personality. That's how you move beyond just informing people about your Lions Club and start building relationships that last.



Lion Doug Klein regularly passes along tips to help your Lions Club sharpen its public relations and marketing efforts. He has been a member of the Mason, Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, communication, business, and marketing. He is currently serving as Mason Lions Club Secretary, District 11-C2 Public Relations/Marketing and Newsletter Chair, and MD11 State PR / Information and Marketing Chair. A member of the Public Relations Society of America since 1983, he has held their prestigious APR designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's national honorary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at (517) 775-8601 or at dougklein@usa.net by email.