



September 2025

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



From the desk of the Governor



2024-2025 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

2024-2025 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

WOW! What a weekend!

I waited to pen my article for this newsletter until after my first official district cabinet meeting -- and it was a great start to a great Lions weekend! If you were unable to attend that meeting on Saturday August 23rd in St. Johns, you missed a fabulous breakfast. We had a lot of business to cover in this first cabinet meeting of the Lions year, and so it ran a little long.

Later that same Saturday afternoon, PDG Carl and I visited the Vermontville Lions Club for their celebration of "Sweet Gene" Fisher being inducted into the Hall of Fame. The Ice Cream Social they put on was well received and many connections were made.

We finished our Saturday watching our grandsons playing football -- and watching our children help their children learn sportsmanship, leadership, and volunteering. Still wearing my Lions garb, I caught the attention of a former Lions member from another district. Who knows, we might just recruit a retuning member for another district!

Finally, the day after -- on Sunday -- we went to be with a fellow Lion as she grieved for her dear mother. We found out that her mom shared the name of another Lion's stepmother. Her mom also shared the same birth year as my mom!

BTW - At the cabinet meeting, I forgot to announce that I want to continue with PDG Carl's "Melvin Jones' Club Challenge 100." See the flyer in this newsletter. We will also soon be adding an additional individual challenge, so keep your eyes out for more information in the next newsletter.

Please note: When our new "Melvin Jones' Individual Challenge 10" starts up, those individuals that made individual donations at the cabinet meeting can ask me to change the status of how they are added to LCIF. Just shoot me an email or text and let me know you donated that day.

Contents:

- Lions Club News from Around the District
- Upcoming Lions Events and Programs
- Lions Marketing/Publicity Speaker Now Available
- LCIF Club Chair Info
- Be a Part of a Round-Up Story to Attract 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





District 11-C2 Cabinet Meetings

Here are a few photos of our first District Cabinet meeting of the 2025-2026 year! It was held the morning of Saturday, August 23rd at the Main Street Cafe, in downtown St. Johns. Please be sure to RSVP to Cabinet Secretary Lion Denise Temple at tsjellyboo@aol.com for all upcoming cabinet meetings:

- October 25, 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

Around the District

**LIONS CLUBS
INTERNATIONAL**



Lions Bear Lake Camp

We want to share that the Lions of Michigan Weekend, originally scheduled for September 26-27, 2025, has been canceled this year.

This weekend is always a special time at Lions Bear Lake Camp, where Lions from across Michigan gather to connect, celebrate service, and show support for the place that has touched so many lives. While it's hard not to welcome everyone to camp this fall, the heart of what we do here continues every single day, giving children and families a place to grow, learn, and belong.

We look forward to the next time we can gather together at Bear Lake and share the joy this camp brings to so many.



Laingsburg and Ovid Lions Clubs

Laingsburg Lions Club held its annual Family Steak Dinner Night at **Bates Scout Park**. While club members and guests enjoyed a delicious steak dinner, the club proudly presented two donations totaling \$7,000—funds primarily raised during the August 9 joint golf outing co-hosted by the Laingsburg Lions Club and the **Lions Club of Ovid, MI**. Chad McCann, representing the **Lions of Michigan Foundation**, and Traci Tribley, representing the **Lions Bear Lake Camp**, were both present to accept the donations on behalf of their respective organizations. The Laingsburg and Ovid Lions Clubs would like to extend a heartfelt thank you to **Pine Hills Golf Course** for hosting the golf outing. They are also deeply grateful to all the participating teams, as well as the many businesses who sponsored holes or donated raffle prizes—their support made this event a success. Terry Fraidenburg, chair of the golf outing, had the honor of presenting the donation checks.

Around the District

Ovid Lions Club

Our Lions love to partner with the Ovid-Elsie school district for a community project. Thanks to some AMAZING teachers, administrators and the athletic department, they are working to create a Marauder Spirit closet! Thank you to local libraries for also being drop off locations!

St. Johns Lions Club

SAVE THE DATE: St. Johns Lions Club will hold a fundraiser at Applebee's on October 15. Please make sure to put this on your calendar and invite your family and friends to participate. A flyer (above) will be posted on social media as we get closer to the date.

OID LIONS CLUB

HELP US CREATE A MARAUDER SPIRIT CLOSET

Check those closets and drawers for gear that no longer fits. We are looking to collect spirit wear in good condition for distribution at all schools.
All sizes needed.

Donations can be dropped off at the following locations:

Elsie	Ovid
Elsie Public Library	Ovid Public Library
EE Knight Elementary School	Leonard Elementary School

Questions or to arrange a pick-up:
Lion Holly Hibbard at allsmileshkh@aol.com or 989-666-2215 or
Ashlee Murray at ashlee.murray@ovidelsie.org

DONATION DRIVE



St. Johns Lions Club

Duane Witter PDG, who spearheaded the Lions food trailer fundraiser, makes comments about his fundraising efforts. Other members pose proudly at the ribbon cutting for the new food trailer on August 27 for their new food trailer. The trailer debt is fully paid thanks to the corporate, Lions, and memorial sponsors.

Around the District



St. Johns Lions Club

Lions Carrie Hartenburg and Gloria Carnicom from the St. Johns Lions Club had the privilege of presenting a check to The [Basic Needs Center](#) on behalf of [Lions of Michigan District 11-C2](#). They also presented the club's annual donation to the organization to Pastor Jim Pearl of St. Johns Lutheran Church; who serves as board president of The Basic Needs Center. Lion Carrie Hartenburg and Pastor Jim Pearl pose in front of The Basic Needs Center.



Vermontville Lions Club

Vermontville Lions serving ice cream to the community to celebrate the Hall of Fame induction of their beloved "Sweet Gene."



Durand Lions Club

Lion Andy Zick helping distribute Child ID kits on National Night Out August 5 in Durand.

Around the District



Grand Ledge Lions Club

Congratulations to Sarah Martinez! She is the lucky winner of the Grand Ledge Lions Club John Deere Lawn Tractor Raffle! A big thank you to everyone who purchased tickets and supported the raffle — every dollar helps serve the community.



Durand Lions Club

The Durand Lions were helping out at the July 26 Durand Area Chicken BBQ to help raise funds for the Durand Education Foundation.





Grand Ledge Lions Club

Happy 90th Birthday, Lion Gene Ringel! We celebrate a truly remarkable member of the Grand Ledge Lions Club. Gene has served as Club President, and for many, many years was the talented editor behind our newsletter—keeping our members informed, connected, and inspired. “Your dedication, leadership, and kindness have left an indelible mark on our club and community. Thank you for all you’ve given, Gene—and may this milestone year be filled with joy, laughter, and love.”



Lions Laurie Blackmer, Kenny Kinsey, and Gloria Carnicom are ready to serve popsicles to a long line of customers.

PIC-COLLAGE

St. Johns Lions Club

The St. Johns Lions Club was a sponsor of the St. Johns Police Department’s “National Night Out” event. Despite a little rain, it was a busy evening. The team served popsicles to a never ending line of happy customers.

Around the District



Ovid Lions Club

Come join the Ovid Lions Club for a delicious and filling pancake breakfast during Carriage Days. It's a GREAT way to start the day and proceeds will be used for the Halloween Party this year! Don't forget they serve TANG, still used on NASA flights today.





St. Johns Lions Club

Here are pictures of Lions with "Elvis" up at a recent concert – St. Johns "Music in the Park."



District 11-C2 Hunger Committee

Lions Jenny Stromlund and Karen Ketola from the Lions of Michigan District 11-C2 Hunger Committee present "loose change" checks to Lions Gloria Carnicom and Carrie Hartenburg of the St. Johns Lions Club and Lion Blaine Lafler of the St. Louis-Alma Lions Club at the August 23 District 11-C2 cabinet meeting.

Around
the District





Owosso Lions Club

MD-11 Council Chair Becky Hamilton inducted the new Owosso Lions Club 2025-26 leadership.



Vermontville Lions Club

Past District Governor Carl Cozart, District Governor Aleta Cozart, and Lions of Michigan Hall of Fame inductee Lion Gene "Sweet Gene" Fisher at the 2025 Vermontville Lions Ice Cream Social.

Around the District



Ovid Lions Club

Check out Ovid's new donation box outside their hall! Donations of used eyeglasses and hearing aids are greatly appreciated and will be cleaned and refurbished and it is also a drop off used American flags for proper disposal. Thank you to Dan Martin of Rockstar Graphix, LLC for doing such a wonderful job on the wrap!



IPCC **Terri Ann Pease-Huffman** passes the gavel to incoming Council Chair **Becky Hamilton** at the first Lions of Michigan Council of Governors meeting of the 2025-2026 year.



Our District Governor **Aleta Cozart** was named "Tail Twister" of the Council of Governors at their meeting on August 1, 2025.

READ ALL ABOUT IT – ONLINE!

Please be aware that starting with the June 2025 issue of the State Magazine ***Lion Pride*** (paid for by part of your State dues) is now 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 douglein@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

September 18-20, 2025

Strides Walk
USA/Canada Forum
Atlantic City, NJ

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

November 6-9, 2025 – NEW!
Emerging Lions Institute
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.”



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 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**

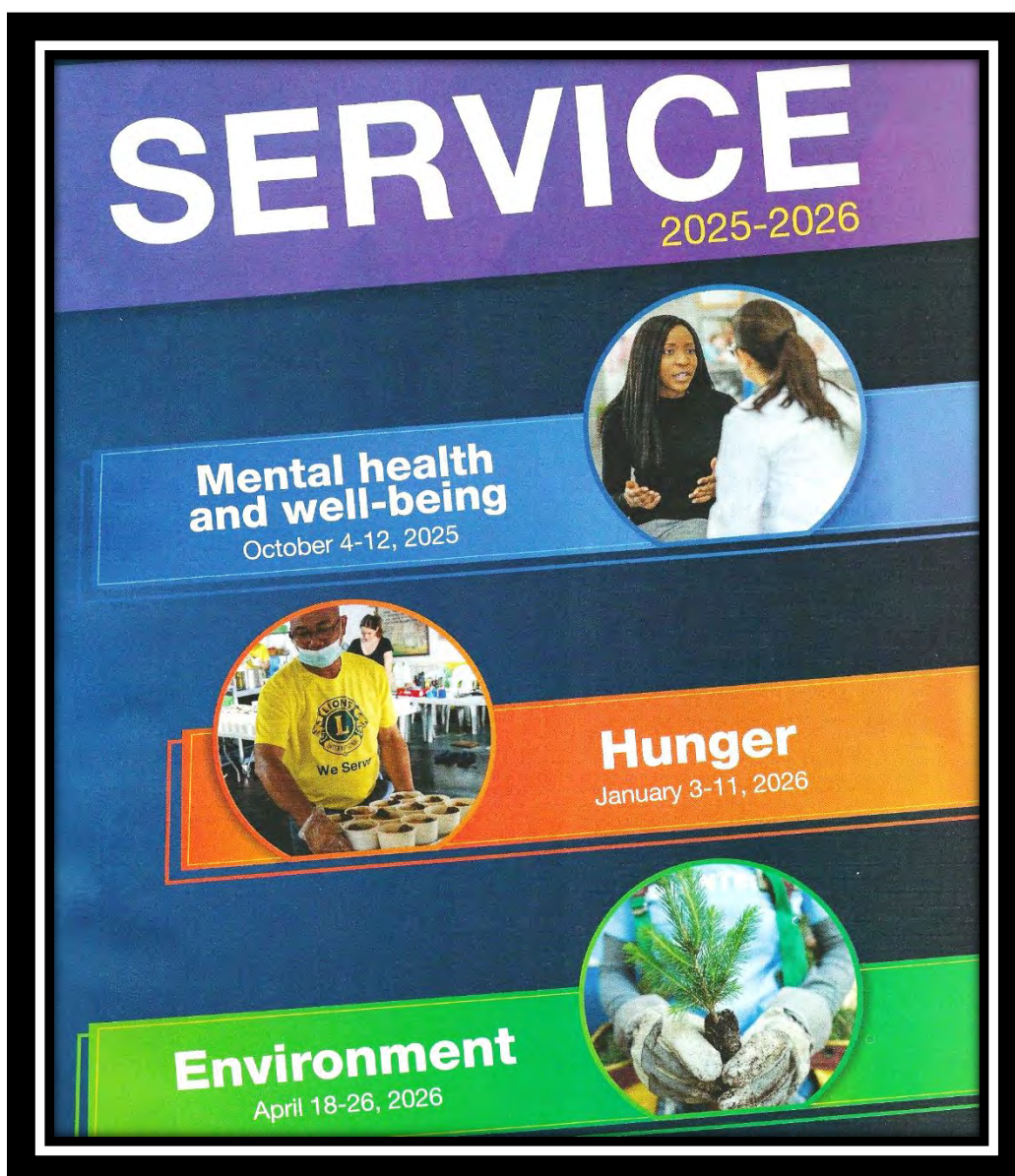
FROM THE LIONS GLOBAL ACTION TEAM:

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.

If your club hasn't started planning, now's the time. 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](https://twitter.com/LionsForMentalHealth)



LIONS OF MICHIGAN

2025 Lions Leadership Events

Two training opportunities, one location

LEADERSHIP INSTITUTE

The Michigan Lions Leadership Institute is a highly regarded leadership skills development program for Lions who are ready to serve at a club, district or multiple district level

Introducing Emerging Lions Institute

This Program is designed to prepare Lions for leadership positions at the club level who have not yet obtained the level of club president.

EVENT INFORMATION

Dates **November 7-9, 2025**

Location R. A. MacMullan Center
104 Conservation Drive
Roscommon, MI 48653

Questions? Email pdg10jen@hotmail.com
Phone (906) 399-8214



LIONS OF MICHIGAN
Leadership Institute

More Information!

Lions of Michigan Leadership Institute

There is a \$300 fee. This includes registration, course materials, two nights of lodging, and six meals. Arrival Friday morning, November 7, 2025. Registration between 10:30 and 11:30 followed by lunch.

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 building	Conflict resolution
Managing change	Leadership
Presentation skills	Effective listening
Action plans and goal setting	

Shirts and Totes are available for purchase



Application form Lions Leadership Institutes



Deadline: **October 10, 2025**

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

Applicant information

First name _____

Last name _____

Address _____

City _____

State _____

Phone _____

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)

Leadership _____ Emerging Lions _____

Payment Information

Make checks payable to Michigan Lions Leadership Institute

Enclosed is my check for \$350
for Single Occupancy _____

Enclosed is my check for \$300
Double Occupancy _____

Handicap
Room
availability is
limited

Room with _____

Pay by credit card online:

Visit the Lions of Michigan Website at
www.lionsofmi.com
Click on Leadership Institute

Signature _____

DEADLINE FOR REGISTRATION IS OCTOBER 10, 2025

A CANCELLATION FEE OF \$150.00 WILL APPLY AFTER
OCTOBER 17, 2025



SAVE THE DATE!



DISTRICT 11-C2 EVERSIGHT TOUR

October 11, 2025

Time: 10am

3985 Research Park Drive
Ann Arbor, MI 48108

More information to come

RSVP to PDG Kurt Stromlund
stromlund@comcast.net or
[810-923-4252](tel: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://rb.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.



Lions Clubs International FOUNDATION

Lions Club International Foundation Club Coordinator

In the past couple of years, we've been hearing talk about a new position in our Lions Clubs: Club LCIF Coordinator. Each club is being asked to name someone to fill this position.

So, you ask, **what does an LCIF Club Coordinator do?** Here's what the Club Coordinator flyer says: As a Coordinator, you will serve as your club's ambassador for Lions Clubs International Foundation. You share stories about LCIF programs, motivate others to support LCIF, and enable the foundation to advance its humanitarian work in your community. Because of your leadership skills and demonstration of the philanthropic and humanitarian service ideals of LCIF, we are able to create a better world.

Here are the basic areas of responsibility:

Awareness and Partner Recognition

- Conduct annual fundraising event for LCIF
- Conduct annual recognition event to recognize MJFs in your club

Identify Potential Donors and Partners

- Identify members in your club with the capacity and interest to support LCIF
- Identify local businesses with the potential to partner with your club to support LCIF

Facilitate Support

- Assist with the submission of LCIF donations, MJF forms, and other recognition applications
- Serve as your club's expert on available LCIF recognition programs
- Assist with the presentation and reception of recognition items

How do you learn what you're supposed to do? Coming up in future newsletters we'll have information on how to get the knowledge you need to carry out your responsibilities. In the meantime, you can get started by

- Exploring the LCIF section of the LCI website:
<https://www.lionsclubs.org/en/member-resource-center/lcif>
- Search for the document lcif613a and read it (it will download automatically)
- If you have questions or would like training, contact me – I'll be the District LCIF Coordinator through June 30, 2028. You can reach me at KarenRoutson@yahoo.com.

Many thanks to Lions who have stepped up to be LCIF Club Coordinators! I'm looking forward to working with you to promote the great work that LCIF does around the world!

PDG Karen Routson
District 11-C2 LCIF Coordinator

LIONS OF MICHIGAN



HALL OF FAME



BRIAN SHEPARD **Council Chairperson** **2013-2014**

Brian's first exposure to Lions was as a member of the Lions of Michigan All-State Band in 1982 and 1983. He later joined the Bath Township Lions Club in 1990 at the age of 25.

During his 35 years of Lions service, Brian has served as District 11-C2 Cabinet Treasurer, Cabinet Secretary, Zone Chairman, Region Chairman, Global Leadership Team Coordinator, Vice District Governor and District Governor in 1999-2000. In addition, Brian co-chaired the District Convention Committee for 5 years; chaired the Public Relations Committee that organized a Child ID event in conjunction with area law enforcement, and chaired the Lions Journey for Sight 5K Run/Walk for 9 years, with all proceeds designated for the Lions of Michigan State Projects.

At the Lions state level, Brian has also served in numerous roles, including Multiple District 11 Convention Chair; 6 years as an instructor at the Lions of Michigan Leadership Institute, Multiple District 11 Council Chair in 2013-14, 2004 International Convention Host Committee member, and 2015 USA/Canada Lions Leadership Forum Committee member. Brian's most memorable and honored role was serving as the Lions of Michigan All-State Band Chairman from 2001-2010.

During Brian's tenure as All-State Band Chairman, he was instrumental in developing the band into a 501(c)(3) organization that could attract tax deductible contributions from individuals and businesses to provide long-term support for the band. Brian also made sure that each member of the Lions of Michigan All-State Band experienced the power of community service by making sure that

each tour included the opportunity to give back to the community where the band was performing.



EUGENE FISHER **District Governor** **1979-1980**

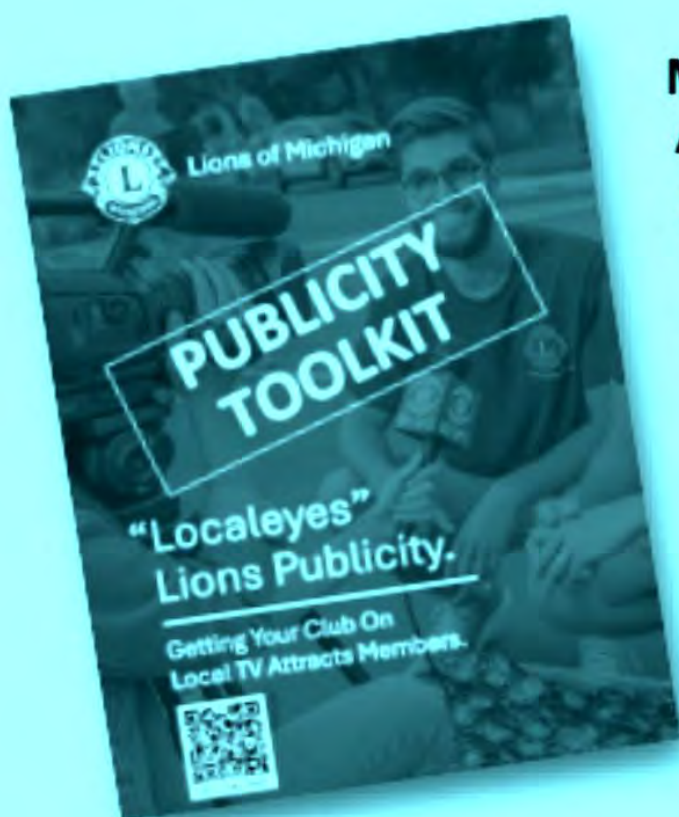
Vermontville Lion Eugene "Gene" Fisher and wife Mary are pillars of their community. Gene served as the General Motors Benefit Representative for many years, where he brought the United Way, Toys for Tots, and the Old Newsboys to all of the GM plants in the Lansing area.

Gene has served Lions for more than 57 years, and he has held many

positions in the association, including Club President and Secretary, Zone Chair, Deputy District Governor, and District Governor. He has also served on and chaired multiple Lions committees, including Membership Development and Retention, Welcome Homes for the Blind, and Leadership Development. Gene is a Melvin Jones Fellow, and he has received numerous forms of recognition for his Lions service, including the S.A. Dodge Award, the Multiple District 11 Lions highest honor.

In addition to his work with the Lions, Gene is very active in his church and serving his community in other ways. He served as the President of the Alumni Association at Maple Valley Schools for 25 years; he was the Historical Society Chair for 10 years; he has been involved with the Vermontville Syrup Festival for 68 years, serving as both President and Vice President as well as being in charge of the children's parade; he was an active leader for Boy Scouts for 15 years, serving as Scoutmaster for a time; he was the President of the Maple Valley Band Boosters; he served as Treasurer for the PTO; he served as the Community Calendars Chairman for 6 years; he was the chairman of the D.A.R.E program for 16 years, which is a 15-week program for all 6th Grade students at Maple Valley Schools; he served as a mentor for 5th and 6th grade students; he as the announcer for Maple Valley Varsity Football Games for 5 years; he helped with community baskets for 22 years; he helped organize the Maple Valley Scholarship Funds; he helped design and build a stage, barn, floats, benches, ramps, and other needs for the community, including the pavilion in Vermontville; and he enjoyed playing Santa Claus for the Vermontville Village and making maple syrup for the Maple Manor.

Gene would often be seen taking people in the community to medical appointments, delivering food, and assisting people with other needs. He initiated several important local community programs, including Senior Citizens Night, Las Vegas Night, the Youth Exchange Program, Youth Day for Michigan Week, and Lions Kids' Night, whereby Lions bring their children to the meeting once a year to eat dinner and socialize with club members.



**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

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.*



Bear Lake Ultra Marathon

SPONSORSHIP

opportunity



Bear Lake Ultra

**SATURDAY
OCTOBER 4TH, 2025**

**3409 N FIVE LAKES RD
LAPEER, MI 48446**



SPONSORSHIP BENEFITS/ LEVELS

Aid Station Sponsor \$1,000

- 4ft X 2ft Color banner hanging in the aid station (banner will be supplied by BLU and given to the sponsor after the race)
- Sponsor table at packet pick up (Friday Oct 3rd 5-8pm).
 - 1 entry to the current year's race.
- Company logo on the back of the event hoodie.
 - 1 event Hoodie (sizes S-XL).

Gold Level Sponsor - \$750.00

- Sponsor table at packet pick up (Friday Oct 3rd 5-8pm).
 - 1 entry to the current year's race.
- Company logo on the back of the event hoodie.
 - 2 event Hoodies (sizes S-XL).

Silver Level Sponsor - \$500-749.00

- Sponsor table at packet pick up (Friday Oct 3rd 5-8pm).
 - Company logo on the back of the event hoodie.
 - 1 entry to current year's race.

Bronze Level Sponsor - \$250-\$499

- Sponsor table at packet pick up (Friday Oct 3rd 5-8pm).
 - Company logo on the back of the event hoodie

Jr. Gold Sponsor - \$100-\$249

All sponsorship levels include:

- Company logo on a "Mile sponsor sign" located on the course.
- Sponsor literature in racers packet (supplied by sponsor 3 week prior to the race)

To Sponsor please contact:

Robert Lykins, Race Director and Ultra Marathon Runner
www.Cutcorob@yahoo.com 586.531.4684

2 4 6 8 Who do we appreciate?

DG CARL COZART

**Together we leave
Footprints**

11C-2 DG Carl Cozart



Lions District 11-C2

Sunday, September 28th

2 p.m. Social / 3 p.m. Dinner for \$20

Dutch Hollow Golf Course

8500 E. Lansing Road, Durand

Please RSVP:

Council Chair Becky Hamilton 517-614-4432

FALL "FUN" DRAISER FOR KENNY

* to help raise money for 1VDG expenses *



Friday, September 26

6:00 PM

Main Street Cafe, 205 N. Clinton Avenue, St. Johns

50/50 raffle, pizza buffet, and brown bag auction

PIZZA BUFFET

salad bar
pizza
breadsticks
dessert
beverages

BROWN BAG AUCTION

Feel free to bring a gift valued at \$10 or more in a hand-decorated brown bag or gift bag to be auctioned off.



Cost: \$20

RSVP to Cheryl Hickey, St. Johns Lions Club member, by Sunday, September 21

cell phone: 989-292-1470

email: cherylhic18@gmail.com

If you are unable to attend but would like to donate to this fundraiser, please choose from the following options:

- ☐ send a check to Cheryl Hickey at 803-B Randy Lane, St. Johns, MI 48879 (write 1VDG fundraiser in the memo line)
- ☐ scan this bar code to pay by credit card (to Kenny's DG Fund)
- ☐ transfer money to [paypal.me/BBeracy](https://www.paypal.me/BBeracy) or Venmo @Brent-Beracy





1st Annual LIONS BEAR LAKE CAMP BUSTING CLAYS FOR BEAR LAKE FUNDRAISER

**BREAKFAST
&
LUNCH
PROVIDED**

**13
STATIONS**

**2025
SATURDAY
SEPT 06**

**FENTON SPORTSMAN CLUB
1140 BUTCHER RD.
FENTON, MI**

Test your skills in friendly competition while supporting our mission to provide transformative outdoor experiences for individuals of all abilities.

REGISTRATION FEE

\$75

PER PERSON

**LOCK & LOAD
FOR A DAY OF
PRECISION &
THRILLS!**

Secure your spot by visiting:
BEARLAKECAMP.ORG

Limited slots available, so don't miss your chance to be part of this shooting extravaganza!

**For More Information: Kurt Stromlund
stromlund@comcast.net 810-923-4252**



SPONSORSHIP OPPORTUNITIES

\$100 SHOOTING STATION SPONSOR

- Your business name displayed at one of the shooting stations
- Recognition on event materials and during announcements

\$500 BREAKFAST SPONSOR

- Your business name prominently displayed during breakfast
- Recognition on event materials and during announcements
- Special shout-out at the start of the day

\$500 LUNCH SPONSOR

- Your business name prominently displayed during lunch
- Recognition on event materials and during announcements
- Special shout-out before awards ceremony

BEAR LAKE CRAFTING & CAMPING FOR A CURE WEEKEND

Three days of working on your favorite craft as early or as late as you wish!

We have so much fun and we can't wait to see everyone again!

Friday, September 12, 2025 1:00 pm until

Sunday, September 14, 2025 12:00 pm



Lions Bear Lake Camp
3409 N. Five Lakes Road
Lapeer, MI 48446



Cost is \$180 and includes: pizza Friday evening; brunch and dinner on Saturday; and breakfast on Sunday. Also includes accommodations for both nights. A non-refundable deposit of \$50 is due immediately with full payment due by August 12th. First come first serve basis.

WHAT DO I NEED TO BRING YOU ASK?

- Your own beverages
- A pillow
- A twin-sized sheet
- Blanket or Sleeping Bag
- Towels
- Toiletries
- Comfortable Clothing
- Your Crafting Supplies
- An extension cord / surge protector

We have fun giveaways planned for this weekend and we can't wait to share it with you all!

There will also be raffles, a 50/50 drawing and lots of the fun quarter raffles!

Proceeds benefit our participation in the 3-Day Walk for Breast Cancer

Please send registration to:

Beth Northman 103 S. Highland St, Mt Clemens, MI 48043 beth3833@gmail.com or
Donna Keeton 28506 Dino Circle, Chesterfield, MI 48047 keetoncorp@aol.com

Name _____ Phone _____

Sitting With _____ No. in Group _____

Address _____

E-Mail Address _____

(used for notifications, directions - will not be shared)

Anything Else We Need to Know? _____

*****ABSOLUTELY NO ALCOHOL ALLOWED AT THIS EVENT (SORRY)*****

Be Part of a Local “Round-Up” Story

by Lion Doug Klein, APR, CTA

A few months ago, one of our local television reporters interviewed our Lions Club and the local Kiwanis Club about the challenges of attracting new members to our community organizations. Shortly thereafter, a quarterly local magazine approached us for help in doing a similar piece to include all four of our local service clubs. A copy of that is attached to this article.

These are examples of what they call “round-up” stories -- journalistic pieces that combine multiple related subjects, events, services, or topics into one larger article or TV segment. Instead of covering just one club’s activity, your club may be mentioned along with your local Rotary, Kiwanis, or Optimist clubs, as in the attached print article. Think of it as a collaborative floodlight, rather than a solo spotlight.

A “round-up” also may highlight several efforts around a common theme (like “Back-to-School Volunteering Events” or “Local Groups Responding to Wildfire Relief”). Such a round-up may have your Lions Club mentioned along with a school PTA, a neighborhood church group, a boy scout troop, or another community organization.

A local news station might air a segment about “How Local Groups Are Giving Back This Holiday Season”, where they show short clips or photos from each group’s efforts. For an August piece, your Lions Club could appear briefly with a quick visual or mention like: “The Laingsburg Lions Club provided over 200 backpacks to students in need.”

To be featured in a round-up, you should:

- Craft a press release or media pitch that’s tailored to get you included in a round-up story.
- Send your press release or event info early.
- Frame your activity in context with a broader cause (e.g. education, disaster relief, hunger).
- Mention any upcoming service or milestone impact (like “100 meals delivered” or “50 years of service”).
- Offer photos or video clips – news outlets love visuals.

Journalists love stories that align with current events or trends. Your geographic area is prominent -- showing a united community effort. You get broader reach: more groups = more people sharing = more eyeballs on the story. If it fits, you can use strategic framing to tie into Lions International global causes.

Don’t just wait for the news media. Repurpose the round-up across other platforms by posting your round-up on:

- Facebook (as a community highlight)
- Instagram (carousel of each group’s contribution)
- LinkedIn (framed as a leadership story)
- Club Website or Newsletter
- District or Multiple District Communications

(See an example on the following pages.)



Lion Doug Klein regularly passes along tips (aided by AI) 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 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.

Finding Belonging Close to Home: Local Service Clubs Help Us Thrive

by: Doug Klein and Teresa Miller

In today's fast-paced world, it's easy to overlook just how important it is to feel truly connected to others. We rush through busy schedules, manage multiple responsibilities, and interact more through screens than in person.

Nonetheless, people are increasingly expressing a desire for belonging, meaning, and authentic community.

Research confirms what many instinctively know: human connection is essential to both emotional and physical health. The U.S. Surgeon General has identified loneliness and isolation as urgent public health concerns, linked to higher rates of heart disease, anxiety, and cognitive decline.

A Harvard University decades-long study on adult development found that meaningful relationships are the strongest predictor of lifelong happiness and well-being. Their findings reinforce a powerful truth: we are healthiest and happiest when we feel part of something larger than ourselves.

Across the country, more people are rediscovering that sense of connection in local community groups, especially service clubs. These organizations create opportunities not only to volunteer but to build lasting friendships and support networks. In towns like Mason, long-standing chapters of

Lions, Rotary, Kiwanis, and Optimists continue to play a vital role in bringing people together.

In Mason, the commitment to service shows up in lasting, hands-on efforts that make a real difference. It's the kind of steady, behind-the-scenes work that not only helps meet local needs, but also creates a rhythm of service and camaraderie among members.

"Mason Kiwanis has been sponsoring the Red Cross blood drive every eight weeks for 67 years," said Elaine Ferris, a longtime member of the club. "We take care of everything—setup, staffing, and takedown. Right now, it's held at the Methodist Church on the first Thursday of even-numbered months while St. James Church is under renovation."

Yet these clubs are more than their meetings or projects. They offer a place where neighbors become friends, where ideas are shared and put into action, and where members work side by side to strengthen the community. From coordinating food drives to organizing youth programs or local beautification efforts, service clubs give people the chance to make a difference and feel connected in the process.

Sociologist Robert Putnam, in his widely cited book *Bowling Alone*, documented the steady decline in civic engagement over the past several decades. He warned that when people stop participating in group activities, trust and cooperation begin to fade. Fortunately, this decline is not irreversible. Communities that invest in connection can become stronger, more resilient, and more vibrant.

For anyone feeling isolated or searching for a way to get more involved, attending a local service club meeting can be a simple but powerful first step. These gatherings are welcoming spaces where all are invited to contribute, learn, and belong.



Mason Rotary Club members
at the 2025 annual duck race.



Mason's local service clubs give students tens of thousands of dollars in scholarships every year. Twenty students received over \$15,000 in scholarships from Mason Optimists in 2025.



Mason Lions Club members help beautify the town by planting geraniums on the State Street bridge yearly.

"You come to help others, but you end up helping yourself too," said Doug Klein, a member of the Mason Lions Club. "There's nothing like working together toward something that matters."

By joining or supporting local service clubs, we don't just give back, we reconnect. We build friendships, deepen our roots, and remind ourselves that we're not alone. At a time when so many people are quietly searching for a deeper connection, local service clubs offer a path forward.

If you, a family member, or a friend is looking for more purpose, connection, or a fresh start, a local service club can be a meaningful place to begin. What starts as a simple step often leads to lasting relationships, a renewed sense of purpose, and the feeling of truly being at home. And, it's not just a nice feeling; research shows that people who feel connected to others tend to be healthier, more resilient, and more satisfied with life.

When we build community, we also build strength—emotional, physical, and collective. Service clubs offer more than fellowship by helping people and communities thrive and by reminding us that connection isn't just good for the soul, it's vital for our well-being.





MEET MASON'S SERVICE CLUBS

A look at four major organizations serving our community and the world.

Each of these clubs contributes to the well-being of Mason and invests in its future through a variety of community service projects, by hosting family-friendly events, and by awarding scholarships to Mason High School students each year.



KIWANIS INTERNATIONAL

Kiwanis has been serving children and communities since 1915. With 537,000 members worldwide across 85 countries, Kiwanis clubs contribute more than 18.5 million hours of service annually. Kiwanis clubs focus on improving the lives of children through service, education, and leadership development. Their projects range from sponsoring reading programs and school supplies to supporting food pantries and youth sports. Visit kiwanis.org.

Mason Kiwanis meets the 2nd & 4th Tuesday at noon at the Kiwanis Village Clubhouse.



LIONS CLUBS INTERNATIONAL

Founded in 1917, Lions Clubs are dedicated to serving others through a wide range of causes, with a historic emphasis on vision health. More than 1.4 million members in 48,000 clubs worldwide serve their communities through hands-on projects and humanitarian initiatives. In recent years, their mission has expanded

to include support for diabetes awareness, hunger relief, childhood cancer, disaster response, and environmental efforts. Visit lionsclubs.org.

Mason Lions meets the 2nd & 4th Wednesday at 6:00 p.m. at Bestsellers Extra for dinner.



OPTIMIST INTERNATIONAL

Since 1919, Optimist International has been committed to improving the lives of young people through service, mentorship, and opportunity. With nearly 70,000 members in 2,500 clubs, Optimists create positive change in their communities and reach more than six million youth each year. Their creed, "Bringing Out the Best in Youth, in Our Communities, and in Ourselves," guides every effort to uplift and empower the next generation. Visit optimist.org.

Mason Optimists meet Wednesdays at 6:30 a.m. at Bestsellers Extra.



ROTARY INTERNATIONAL

Founded in 1905, Rotary brings together neighbors, business owners, and community leaders to take action on pressing local and global challenges. With 1.2 million members in over 36,000 clubs, Rotary embodies the spirit of service with the motto, "Service Above Self". Their work includes building schools, providing clean water, supporting maternal health, promoting peace, and leading efforts to end polio worldwide. Visit rotary.org.

Mason Rotary meets Thursdays at noon at Bestsellers Extra.