



April 2025

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



From the desk of the Governor



Together we leave Footprints
11C-2 DG Carl Cozart
2024-2025

2024-2025 District Officers

Governor: Lion Carl Cozart
1st Vice Gov.: Lion Aleta Cozart
2nd Vice Gov.: Vacant
Secretary: Lion Denise Temple
Treasurer: Lion Robert Phillips
IPDG: Lion Ted Hamilton

2024-2025 Zone Chairs

R1-Z1: Vacant
R1-Z2: Lion Jody Sivyer
R2-Z1: Lion Becky Hamilton
R2-Z2: Lion Kenny Kinsey
R3-Z1: Lion Chuck Vasalion
R3-Z2: Lion Eileen Delaney
R4-Z1: Lion Chrissy Andre



DG Carl Cozart 989-277-4847
gonehunting35@outlook.com

Last month, a lot of us had a great weekend at the 2025 District 11-C2 Celebration of Service. Thanks go to all who led, planned, organized, and participated. We have a few pictures of the event later in the newsletter. This month, we'll have our last Cabinet Meeting of the Lions year in Durand on the evening of Tuesday, April 22nd — Earth Day! Hope to see many of you again that evening!

Don't forget that the State Convention in Bay City is coming up May 15-18 and the International Convention in Orlando is July 13-17. Please consider joining in all the Lions fellowship and fun! Look for all the forms and flyers later in this newsletter.

We are now heading into the final weeks of our new statewide membership challenge. Between now and May 16, each club in MD 11 is asked to achieve a net-positive growth of 3 new Lion members. Clubs to reach this goal will be entered into a special drawing to receive a Melvin Jones Fellowship. The drawing will be held Friday evening, May 16, during the MD 11 Lions Convention in Bay City. We had a Lions Club already win in our own 11-C2 District Melvin Jones Challenge in January. Will your club win the statewide challenge in May?



So glad to have MD11 Council Chair Terry Huffman attending so many events with me and VDG Aleta this past month.

Contents:

- Lions Club News from Around the District
- Upcoming Events
- Durand Cabinet Meeting
- Help Yourself by Helping
- 3 for Growth Michigan Melvin Jones Challenge
- Using B-Roll in Your Lions Videos
- and much more!

Places of Interest:

[Lions District Web Site](#)
[District Newsletters](#)
[Lions of Michigan Foundation](#)
[Lions of Michigan](#)
[Lions Clubs International](#)
[Lions of Michigan YouTube Channel](#)

Bit of Wisdom





DeWitt Lions Club

On February 19th, Lion Tom Doyle introduced Mr. Brian Hurtekant, new Clinton County Commissioner who gave his background in state and local government over the past 30 years. He informed the den about the Clinton County budget including Airport Road project, Mega Site cancellation, upgrading technology, improving the jail or building a new one. President Tom Doyle thanked Mr. Brian Hurtekant and presented him with a famed DeWitt Breakfast Lion Club coffee cup

Around the District



Olivet Lions Club

Gale Knoll, Olivet Lions club treasurer is shown presenting a check for \$1000 to Olivet Community Schools athletic director, Kyle Fuller for a new softball scoreboard and updated signage in the high school gymnasium.

Bancroft Cubs Club

The Bancroft Cubbies, the first Cub program in our district, are off to an incredible start! Sponsored by the Bancroft Lioness Lions Club, these young service-minded Cubs made Valentine's Day cards in February to spread love and kindness, guided by their amazing mentors, the Shiawassee Leos and Cub Program Leader Lion Alex Smith. They delivered the cards to the Senior Care Center in Durand. What makes this even more special? The Cubs and Leos meet during the Bancroft Lioness Lions Club meetings, making the clubs truly family oriented. With every meeting, they're learning the joy of giving back and discovering how small acts of kindness can make a big impact.



Owosso Lions Club

Owosso Lions served a delicious hot breakfast this beautiful morning for our guests at St John's Church in Owosso. We were blessed with a NHS member and his mom joining us to serve our community!

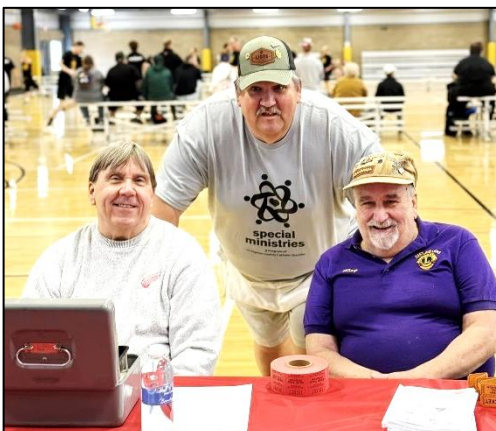


Around the District



Hartland Lions Club

Hartland Lions Club was a busy club working two events in the community. First one being OLHSA Walk for Warmth. Second one being Livingston County Catholic Charities vs. the Sheriff Dept.



St. Johns Lions Club

Lion Dean Hartenburg, president of the St. Johns Lions Club, was guest speaker at the St. Johns Kiwanis Club recently. He talked about Lionism in general, our club projects including the upcoming Easter Egg Hunt at the city park, fundraisers like our food trailer at the concerts in the park series, and planned Earth Day activities at the Lions Recycling Center.

He also announced the club's plan to purchase a food trailer from another Lions club that has disbanded and our need for sponsors to help cover the cost. Anyone who wants more information about food trailer sponsorship opportunities can feel free to reply to this message.

Around the District



Durand Lions Club

At our March 13, 2025 meeting, Lion Kent Edwards presented Lion Todd Acker with an A. Charles Weir Sight and Hearing Conservation Fellowship. Also being awarded was Lion Ed Hatherill with a Ken Lautzenheiser Fellowship. Congratulations to two outstanding Lions who do so much for our community!



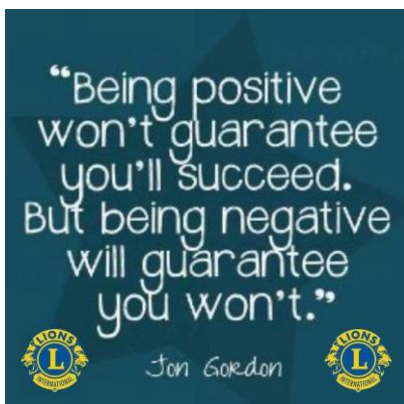
Grand Ledge Lions Club

Juan Castillo who is the Student Inclusion, Mental Health & Wellness Supervisor for Grand Ledge Schools was introduced to our club by Lion Dr. Bill Barnes. Mr. Castillo explained the important work he does to support Grand Ledge students.



St. Johns Lions Club

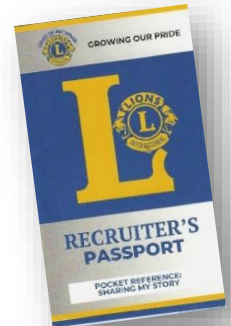
St. Johns Lions Club had another great meeting at Main Street Cafe with 16 people in attendance including our two newest members and one guest who is considering joining. There was a long agenda, but we managed to finish by 7:30 p.m. The club has grown from a few members a couple of years ago to 27 members today.





Grand Ledge Lions Club

What a night! A big THANK YOU to everyone who came out to the March 24th Grand Ledge Lions Club meeting! Your energy, kindness, and commitment to service made it truly special. It's the people who show up, laugh together, share ideas, and support one another that make our club what it is. Please join us in giving a warm welcome to our newest member, Lynette Forbis!



Around the District

IPDG Ted Hamilton

A big shout out to my Michigan Lions 11-C2 family for the awesome get well card they all signed at the Celebration of Service convention in Mt Pleasant. I am looking forward to being at next year's event!

Love and hugs to all,
IPDG Theodoreable



Around the District



Mason Lions Club

At the Mason Lions Club dinner meeting on Wednesday, March 26th, PDG Karen Routson and sponsor Lion Doug Klein inducted new member Lion Addison Soule. The Club presented our donations to Debbie Zielinski of the Mason Food Bank and Cathi Bates of Mason Community Services. Then, the members discussed other upcoming service projects.



Michigan Braille Transcribing Fund

Lion Curtis Sonnenberg joined his friend and **Bretton Woods Lions Club** VP, Scott Norris, as a new member on the Michigan Braille Transcribing Fund Board of Directors, with a Michigan Lions connection and with quarterly meetings held in downtown Jackson MI ... a great group with a great mission designing and manufacturing books, exams, texts and other printed media for the visually challenged...



Around the District

Updates from the Elsie Lions Club

1. Elsie Lions 2024 Christmas Dinner at Main St. Cafe in Dec.
2. Lion Roger Weyerberg introduced our guest speaker DNR Officer Chad Fedewa at our 31st Annual Wild Game Dinner held in January, Gun Raffle winner was Mike Ballingar.
3. Lion Les Loynes presenting a \$440 check to Kortney Miller Sponsorship Director for the Ovid-Elsie Youth Baseball and Softball League,
4. Elsie Lions Club new Trailer to transport our Tents, Tables and Chairs the Elsie Lions Club Rents out Year around. Also used to keep supplies in at the Elsie Dairy Festival, for our Lions Food Booth.

1.



2.



3.



4.



**Michigan Lions share
your upcoming events
and invite your friends!**

Everyone else. Help us
spread the word and
help our community
service efforts.



Hartland Lions Club

PID Burt Nelson, Lion Larry Ciofu, PDG Kurt Stromlund, and DG Carl Cozart at the presentation of Lion Larry Ciofu's Melvin Jones Fellowship Award on behalf of Hartland Lions Club.

Around the District



Olivet Lions Club "Cram the Cart"

Saturday, April 6 * 9am - 2pm

The Olivet Lions Club will be sponsoring its annual "Cram the Cart" on Saturday, April 6th from 9 a.m. to 1:00 p.m. and Sunday, April 7th from 9 a.m. to 2 p.m. at the Olivet Trenton Shrontz Memorial Park in downtown Olivet. The club collects non-perishable foods, personal care items, laundry soap, and cash donations for the Olivet Good Neighbor Program Food Pantry. The program provides assistance to individuals and families in the Olivet School District.

Dine at Culver's of DeWitt MONDAY, JUNE 16TH FROM 5-9PM

and we will donate a percentage of all sales to the:

St. Johns Lions Club

The St Johns Lions Club is raising funds to help support the community with local projects such as, helping people get needed glasses/hearing aids, Meals on Wheels, Clinton County Senior Center needs, and various other community initiatives.



SHARE NIGHT

Enjoy a delicious meal, benefit a great cause and feel good all over.

Thank you for supporting the
St. Johns Lions Club!

No flyer or code needed.

Drive-thru, dine-in, carryout
or order online at
culvers.com



Come on in to your local Culver's restaurant:

CULVER'S OF DEWITT
1030 W. Herbison Rd. DeWitt, MI 48820
(517) 669-6188 | culvers.com/restaurants/dewitt-mi-herbison



The Easter Bunny is coming...

St. Johns Easter Egg Hunt

Saturday, April 19, 2025

1:00 p.m. - SHARP

St. Johns City Park

face painting, photos with Easter Bunny, and
other activities in the pavilion start at 12:30 p.m.

Egg Hunt Age Groups:

under 3 (with parent)

3-4 5-6 7-8 9-10

no parents in Egg Patch except for under 3
children under age 3 also may pick
up eggs in the pavilion, if preferred



Easter Egg Hunt sponsored by
St. Johns Lions Club with the support
of the City of St. Johns and
local businesses and groups

Project KIDsight "Free"

Vision Screening

Saturday, April 19, 2025

11:30 a.m. - 1:30 p.m.

St. Johns City Park

No advance reservation required

The Project KIDsight mobile testing facility will be onsite at the St. Johns City Park during the Easter Egg Hunt. Vision screening will be available from 11:30 a.m. to approximately 1:30 p.m. near the city park pavilion.

The KIDsight program is designed to identify treatable and preventable causes of vision loss in preschool children (ages 1 to 5 years), but children of any age are welcome to be tested.



KIDsight sponsored by St. Johns
Lions Club in cooperation with
Lions of Michigan Foundation
and Lions of District 11-C2

For more information, contact Lion Nancy Presocki
at 989-307-9872 or nanretired@yahoo.com

Last District 11-C2 Cabinet Meeting of 2024-2025

Tuesday, April 22, 2025 at 6 PM

Dutch Hollow Golf Club, 8500 Lansing Road, Durand, MI 48429

(There is a banquet room entrance at the rear of the building.)

PLEASE RSVP ASAP TO

Cabinet Secretary Lion Denise Temple

tsjellyboo@aol.com

We need to get our numbers to Dutch Hollow in advance of the meeting.

LIONS OF MICHIGAN DISTRICT 11-C2 CELEBRATION OF SERVICE March 21-22, 2025

Report from Cabinet Secretary Denise Temple:

The clubs that received the Club Excellence Awards were Bancroft Lioness Lions, Bretton Woods Lions, Durand Lions, Grand Ledge Lions and Hartland Lions. Lion Jody Sivyer from Owosso Lions received an Outstanding President Ralph Linam award. Lions Denise Temple and Larry Ciofu received Melvin Jones awards, Lion Flora Nichols received the New Voices Membership award, Lion Wendy Mater received the New Voices Marketing award, Lion Sherri March also received a New Voices award. Lion Dave Grimes was presented with the International President Certificate of Appreciation, and so was Lion Andrea Ordiway and also Lion Doug Klein. There was another New Voices award, but it wasn't presented because the person was unable to be at the Celebration of Service.

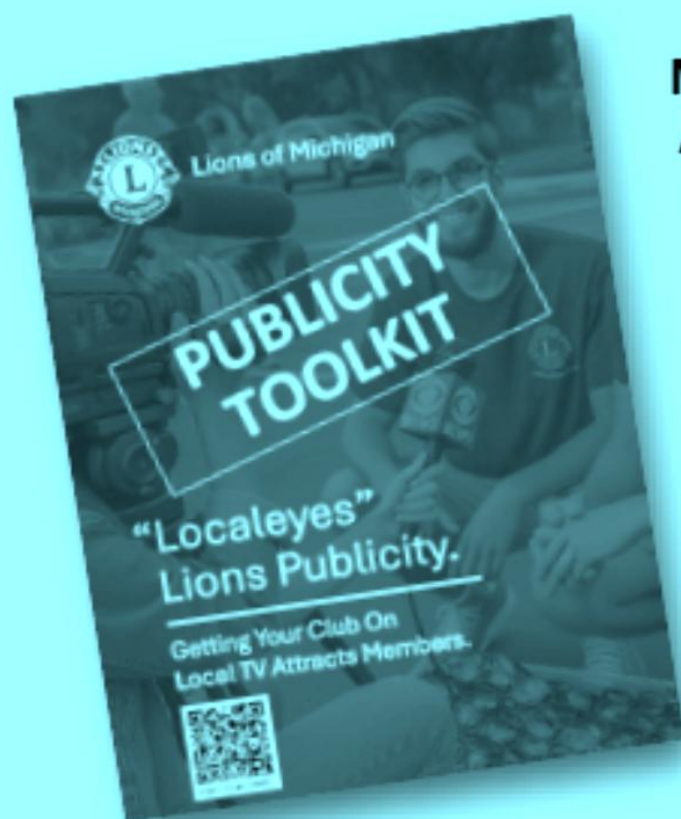
Lion Aleta Cozart 1VDG was voted in to be our next DG 2025-2026. We don't yet have a 1VDG for 2025-2026, but it's not too late to put your name forward if you are interested! Lion Chuck Vasilion was voted in to be our next 2VDG 2025-2026. Lion Ray Robins was voted in to be a two year trustee for LCIF.

Thank you all for making the weekend so much fun!

LIONS OF MICHIGAN DISTRICT 11-C2 CELEBRATION OF SERVICE

March 21-22, 2025





**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



Lions Clubs of Michigan

SD10 and MD11, Lions International

"MD11 Lions of Michigan Membership Challenge: 3 for Growth!"

Lions of Michigan, it's time to grow stronger together! We're excited to announce the **MD11 3 Member Challenge**—an opportunity to expand your club and honor the incredible service of your members.

Here's how it works:

- Between now and **May 16, 2025** (the date of our State Convention), each club in MD11 is challenged to achieve a **net positive growth of 3 members**.
- Clubs that reach this goal will be entered into a **special drawing for a Melvin Jones Fellowship**. The winning club will have the honor of presenting this prestigious recognition to a deserving member in their club.

Simple Tools to Help Your Club Recruit:

INVITE FRIENDS AND FAMILY: Start by asking those closest to you—family, friends, and coworkers—to join your club. Share stories of the impact your club has made in the community to inspire them.

HOST A "BRING A FRIEND" NIGHT: Plan a casual meeting or event where members bring a guest. Include a brief introduction to Lions and highlight the fun and service your club provides.

SHOWCASE YOUR SERVICE PROJECTS LOCALLY: Set up a table or booth at community events like farmers' markets, parades, or festivals. Bring photos, a sign-up sheet, and a friendly smile to share what Lions are all about.

RECOGNIZE LOCAL LEADERS: Identify active community members—such as teachers, business owners, or volunteers—and invite them to join. They're already making a difference and may love the opportunity to expand their impact.

HIGHLIGHT SMALL ACTS OF SERVICE: Organize small, visible service activities like park clean-ups or food drives. Invite the community to join in and share how they can become a Lion to keep making a difference.

KEEP IT PERSONAL: People join people—not just organizations. Encourage club members to reach out personally and share why they became Lions and what it means to them.

Why This Challenge Matters:

Every new Lion brings new ideas, fresh energy, and a heart for service. Growing your club strengthens your ability to serve your community, builds lifelong friendships, and ensures our legacy of service continues.

Let's rise to the challenge and show Michigan what the Lions can do! Together, we can grow stronger, serve more, and build a brighter future for MD11.

The world needs more Lions. Let's make it happen—3 members at a time!

5730 Executive Drive • Lansing, MI 48911
phone: 517-887-6640 • fax: 517-887-6642
email: lions@lionsofmi.com • website: www.lionsofmi.com

COURTESY OF THE BRIGHTON LIONS CLUB

Help Yourself by Helping Others!

Kobi Noe, MSN RN

Do you ever feel stressed by life and its problems? Do you ever feel lonely, and wish you had a broader circle of friends with which to interact? Do you ever get overwhelmed by all the conflicts, health crises, and natural disasters constantly bombarding you in the news? Do you ever wonder whether you have really contributed to society around you, and specifically to your own community and neighbors? Do you ever wish you could make an impact for the better, but don't quite know how or where to start?

According to the Mayo Clinic¹, and the American Heart Association², volunteering may provide the solution to several of these struggles. Physical, mental, and social health are all improved by volunteering to serve others, because volunteering releases dopamine and thereby decreases stress. Self-esteem and satisfaction with life are reportedly increased among those who volunteer^{1,2}, while depression and anxiety are lower when comparing those who volunteer to those who do not². However, to see improvements to health, at least two hours of volunteering per week are needed².

At this point, you may be thinking "That all sounds great, but...where am I possibly going to find 2 hours in a week to volunteer? I am already so busy as it is!" There is a hidden stash of time available to most of us which would be a great resource to tap into for volunteering! Various studies show the average American spends anywhere from 3 hours and 39 minutes³ to 5 hours and 1 minute⁴ *per day* on his or her smart phone, which amounts to 25.5 - 35.5 hours *per week* on the phone. Taking those statistics into consideration, finding 2 hours per week to spend on volunteer activities seems much more doable, doesn't it?

The Brighton Lions Club would be a great place to start your volunteering journey! This organization, founded in 1959, is well-established. Current members range in age from 40's to 90's, and are involved in numerous ways in the Brighton community: hosting charity poker tournaments and July 4th Pancake Breakfasts, partnering annually with Gleaners Food Bank and Cub Scout Pack #347 to sponsor, package, and distribute Thanksgiving dinners to 100-200 families in need, providing a venue for locals to host gatherings at the Community Den, organizing blood drives, working with Eversight to prevent blindness and restore vision, and collecting eyeglasses and sunglasses to distribute to communities across the globe without reliable access to eyecare or eyewear. Furthermore, the Brighton Lions raise money to grant cash scholarships to eligible graduating seniors of Brighton High School, and work with the Lansing Lions Club and Livingston Hearing Center to provide care to those afflicted by hearing loss.

(continued on the next page)

Current President of the Brighton Lions Club, Ken H. shared that finding volunteers has become increasingly harder. Joining me in a meeting with fellow-Lions Don N., Tony F., and Beth F., Ken assured me that people seem willing enough to donate financially, for which the club is grateful.

However, for the Brighton Lions to be able to carry out their motto, “We serve,” the need for people to bring their skill sets and physical help to the club is of equal importance. That is where you can help! “We could certainly use assistance at present from people with web design and maintenance skills, or with fundraising or organizational experience,” said Secretary Tony, “but no particular skill set is needed, for someone to volunteer.” Lion of the Year Beth agreed, adding that what the club needs most is people who will show up and help, even if they are only able to help on a part-time basis, or at one or two events per year. People of all ages and entire families are encouraged to join!

Members of the group shared the various activities and events which have brought joy and fulfillment through volunteering with the Brighton Lions. Speaking of the annual collaboration with the Cub Scouts Pack #347 to provide Thanksgiving dinners to families in need, Ken stated that each year, “[his] faith in youth is re-invigorated!” Vice-President Don shared the good feeling he gets when he hears people talk about the Lions providing their first pairs of eyeglasses. Tony enjoys hearing anecdotes from locals while staffing the booth at the Brighton Farmers’ Market about all the ways the Lions Club has helped them through the years.

If you feel this organization is something you would like to check out, join the Lions for a meeting on the 2nd and 4th Wednesdays of each month. Second-Wednesday meetings are held at 6:30 pm in the Brighton Lions Community Den (behind Casa Tequila in Brighton), while fourth- Wednesday meetings are held at 8:15 am at Lynn’s on First (180 North 1st Street in Brighton). The Brighton Lions Club would love to have you join and say with them, “We serve!”

References

- 1 - <https://www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/3-health-benefits-of-volunteering>
- 2 - <https://www.heart.org/en/news/2023/05/30/help-others-help-yourself-why-volunteering-can-be-good-for-you>
- 3 - <https://explodingtopics.com/blog/smartphone-usage-stats#smartphone-usage-by-region>
- 4 - <https://www.reviews.org/mobile/cell-phone-addiction/>

2025 MD11 CONVENTION



**May 15-17th,
2025
DOUBLETREE
HOTEL
Bay City MI 48708**

Register and pay online for all your 2025 MD11 Convention needs.
Michigan Lions - We're on a Mission to Grow!

CONVENTION HIGHLIGHTS INCLUDE:

Thursday Night Picnic to be held at the famous Krzysiak House Restaurant!

Friday Night Welcome Reception Carnival Games on the Midway!

Saturday Afternoon Community Service Project

Saturday Awards Banquet – Featuring a Special Guest Speaker!

MICHIGAN LIONS! MAKE YOUR MARK!
105TH ANNUAL MD 11 LIONS CONVENTION – MAY 15-17, 2025
DOUBLETREE HOTEL, BAY CITY, MICHIGAN
ADVERTISING OPTIONS

Listed below are several options to sponsor a personal or business ad in the MD 11 Lions Convention Proceedings Booklet.

Placing an ad shows fellow Lions and Leos your support of the Lions of Michigan!

ADVERTISING RATES AND SIZES

Overall Booklet Size: 8" x 5 1/2"

- 1. 1/4 page ad: \$35.00
- 2. 1/2 page ad: \$40.00
- 3. Full page ad: \$45.00

Please note that all ads must be prepaid by **May 1, 2025**. Mail form to Lions of Michigan State Office, 5730 Executive Drive, Lansing, MI 48911; email to lwburns@lionsofmi.com or fax: 517-887-6642

Name:	
Business Name:	
Billing Address:	
City, State, Zip	
Home Phone:	Business Phone:
Email address:	Cell Phone:
<input type="checkbox"/> Included is a print ready ad or message <input type="checkbox"/> Please design my personal or business ad to read (please attach detailed information for your ad)	
CIRCLE ONE OF THE FOLLOWING:	
Ad Size: 1/4 page 1/2 page Full page	
<input type="checkbox"/> Enclosed is my check for \$	
Please bill my Credit Card: Card Number:	
Card Expiration Date:	Security Code:

Thank you for your continued support-See you in Bay City!
Mail form and advertisement to:
Lions of Michigan
5730 Executive Dr. Lansing, MI 48911
Questions? Call 517-887-6640 ext. 103



MICHIGAN LIONS! Make Your Mark!
EXHIBITOR AGREEMENT – MD 11 LIONS CONVENTION
FRIDAY – SATURDAY, MAY 16-17, 2025
DoubleTree Hotel, Bay City, MI

Please reserve a display table for me on: Friday only (May 16, 2025) \$50.00
Saturday only (May 17, 2025) \$50.00
Friday and Saturday w/ad \$85.00
Boxed Lunch Sat. only @ \$20.00

Total \$

Exhibitor Hours:

Friday 9:00 am - 6:30 pm Saturday 9:00 am - 4:00 pm

Do you require an electrical hook-up? Yes No

CONTACT NAME PHONE

ORGANIZATION

ADDRESS

DATE AMOUNT ENCLOSED: \$

Space is limited! Please submit by May 1, 2025


Register online:

<https://lionsofmi.com/index.php/up-coming-events/md11-convention>

Mail your registration:

Lions of Michigan, 5730 Executive Drive, Lansing, MI 48911

Questions? Call 517-887-6640 ext. 103

 **MISSION 1.5** We're on a mission to grow.



2025 MD 11 Lions Convention

Michigan Lions-Make Your Mark!

May 15-17, 2025 DoubleTree Hotel, Bay City, MI

Reservations: 989-891-6000 Room Rate: \$119 +tax/fees by 5.10.25

Booking Website: <https://book.passkey.com/go/2025LionsMD11>

Name _____ ☐ Lion ☐ Leo ☐ Spouse ☐ Guest

Club Name _____ District _____

Name _____ ☐ Lion ☐ Leo ☐ Spouse ☐ Guest

Address _____ City/State/Zip _____

Phone #: _____ Email: _____

Is this your first MD Convention? ☐ Yes ☐ No How many years a Lion member? _____

QUANTITY

_____ Thursday Picnic @ \$15.00, May 17, 2025

_____ Thursday Bus Trip to Krzysiak's Polish Rest.

_____ Registration @ \$15.00 for each Lion/Leo

_____ Registration @ \$15.00 for each Spouse/Guest

_____ Friday Evening Welcome Party @ \$25.00/person

_____ Saturday Breakfast @ \$16.00 per person

_____ Saturday Night Banquet @ \$40.00 per person

AMOUNT

\$ _____

\$ _____ -0- _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

Total: \$ _____

Entrée: _____ Crispy Panko Chicken

Entrée: _____ Honey Lacquered Salmon

Gluten Sensitive _____ **Honey Lacquered Salmon** **Vegetarian** _____

Please Note any special needs (i.e., deaf interpreters, dietary restrictions, food allergies, etc.)

Everyone **MUST** pay the registration fee. No meal tickets may be purchased unless the registration fee is paid. Deadline for pre-registration and purchase of tickets is **May 8, 2025**. No refunds after **May 1, 2025**. Tickets and registration packets will be distributed at the Lions Registration Desk at the DoubleTree Bay City. They will not be mailed to you. The registration desk will be open Thursday at 5:00 p.m.; Friday, 8:00 a.m. - 5:30 p.m. and Saturday 8:00 a.m. until 11:30 a.m. Saturday Banquet tickets may be picked up Saturday evening at the Ballroom entrance.

Mail to: Lions of Michigan, 5730 Executive Dr., Lansing, MI 48911

or

Register and pay online at: www.lionsofmi.com



Lions Clubs of Michigan

SD10 and MD11, Lions International

The Lions of Michigan MD 11 Convention Committee is please to offer the opportunity for corporate and personal sponsorships for the
2025 Multiple District 11 Lions Convention
May 15-17, 2025 DoubleTree Hotel, Bay City, Michigan

SPONSORSHIP OPPORTUNITIES:

Platinum Sponsor - \$1,000

Speaking opportunity during the Saturday Awards Banquet (up to 10 minutes);
Advertisement in the Lion Pride publication; advertisement in convention proceedings
booklet; complimentary exhibitor table; your banner on display throughout event; insert
included in welcome packet

Gold Sponsor - \$500

Speaking opportunity at Friday's Welcome Reception/Dinner *or* Saturday Awards
Breakfast (up to 5 minutes); advertisement in convention proceedings booklet;
complimentary exhibitor table; your banner on display throughout event; insert included
in welcome packet

Silver Sponsor - \$400

Full page advertisement in proceedings booklet; complimentary exhibitor table; your
banner on display; insert included in welcome packet

Bronze Sponsor - \$300

Full page advertisement in proceedings booklet; banner on display throughout the
event; insert included in welcome packet

Heart of a Lion - \$150 Club Special!

Breakout Session or Coffee Break sponsor; advertisement in proceedings booklet;
banner on display

All sponsors who commit by April 1, 2025, will be listed on promotional materials, in the
Lion Pride publication, on the Lions of Michigan website and Face Book page. Checks
should be made out to Lions of Michigan and mailed to: Lions of MI, 5730 Executive
Dr., Lansing, MI 48911. Contact wburns@lionsofmi.com or call 517-887-6640 for
further details.

5730 Executive Drive • Lansing, MI 48911
phone: 517-887-6640 • fax: 517-887-6642
email: lions@lionsofmi.com • website: www.lionsofmi.com



Greetings Lions, Leos and friends.

Here is an important update for our international convention in 2025:

The dates for the event will be July 13-17, 2025. Updated registration information is available online now. Orlando is a magical city, renowned for its exemplary hotel accommodations, traveler-friendly airport and world-class convention center. The city is famous for its wide range of entertainment, including iconic theme parks, trendy shopping and great restaurants, making Orlando one of the top destinations globally. We are extremely grateful for the partnership and collaboration from the city of Orlando, and we're working together to create an incredible convention experience for you.

<https://lionscon.lionsclubs.org/registration-information/individual-registration/>





WHITE CANE PROCLAMATION WHITE CANE WEEK APRIL 25- MAY 4, 2025



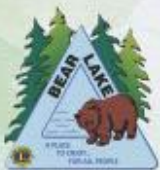
LIONS OF MICHIGAN
Leadership Institute

SAVE THE DATE

Leadership Institute
November 6-9, 2025

Opportunities for learning and advancement:
Lions Leadership Institute and Graduate Institute
NEW THIS YEAR: EMERGING LIONS INSTITUTE

Registration opens August 1, 2025
Additional information to follow



DISTRICT 11-C2 ANNUAL



LIONS BEAR LAKE CAMP FUNDRAISER

FRIDAY APRIL 4TH, 2025

Grand Ledge Masonic Temple
200 River St.
Grand Ledge, MI

BINGO, SILENT AUCTIONS, RAFFLES

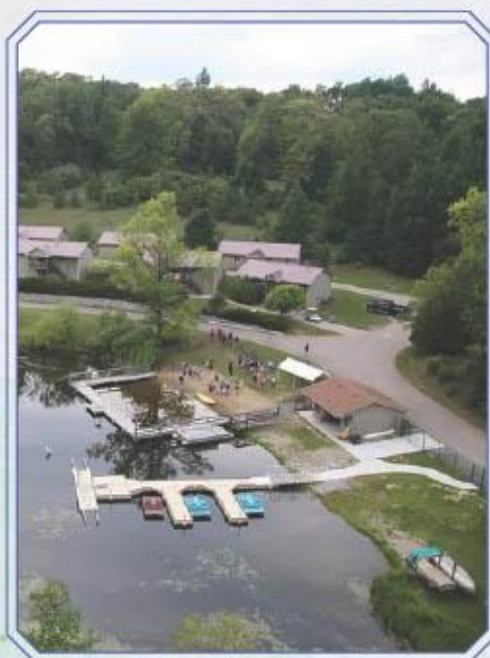
COST \$15

DOORS OPEN 5:30 PM

SOCIAL 6:00 PM

BUFFET DINNER 6:30 PM

*Each club is asked to donate
an unwrapped \$10 or more
gift for the silent auction



Lion Traci Tribley PDG
3409 N Five Lakes Rd
Lapeer, MI 48446
989-277-7437

RSVP by April 1st, 2025
with check & registration

Public Welcome

Contact Name _____ **Phone** _____

Name of those attending _____

This event is sponsored by Lions of District 11-C2



NEED HELP MANAGING DIABETES?

Attend a free 6-week workshop

Diabetes PATH (Personal Action Toward Health) is an interactive workshop designed to help individuals with diabetes or pre-diabetes improve their health and feel better. Caregivers are welcome to attend.

Get on the PATH to better health!

Learn how to:

- Eat healthy
- Create balanced meal plans
- Decrease stress
- Get physically active
- Balance your blood sugar
- Improve communication skills
- Problem solve and make decisions
- Deal with difficult emotions
- Prevent complications
- Action plan
- Improve your overall health, increase your energy, and more!



UPCOMING WORKSHOP

Dewitt District Library
13101 Schavey Rd. – Dewitt
Meet in the Annex Building
Thursdays, April 10 – May 15, 2025
1:00 – 3:30 pm

Workshop is free of charge, but donations accepted.

To register, call Tri-County Office on Aging at 517-887-1465 or email
histedc@tcoa.org



For a full schedule visit: <https://www.tcoa.org/classes/evidence-based-programs/>

Workshops made available in whole or part with funding from the Federal Older Americans Act and MDHHS/Bureau of Aging, Community Living, and Supports through the TCOA.



**Inspiring and
Engaging Lionism in
the United States and
its Affiliates:**

Introducing LionsUSA

Lionism has always been about community, service, and leadership. It's about coming together to make the world a better place. But as times change, so must we. That's here **LionsUSA** comes in—a grassroots movement designed to inspire and engage Lionism across the United States and build a brighter, stronger future for all Lions.

WHAT IS LIONSUSA?

LionsUSA is more than just a group; it's a movement. Comprised of individuals dedicated to uplifting and strengthening Lionism, it's an inclusive network that invites every member of the Lions in the United States and its Affiliates to participate.

At its heart, LionsUSA is about action—both now and in the future. By coming together, we aim to support one another, grow membership, cultivate dynamic leaders, and inspire Lions across the nation to engage in service projects that create meaningful change.

THE MISSION OF LIONSUSA

LionsUSA's mission spans across Constitutional Area 1 with six key goals:

1. **Expand and Sustain Membership:** Grow an inclusive and thriving membership in every club, District, and Multiple District.
2. **Promote a Supportive Network:** Build connections among Lions to drive positive change for a better tomorrow.
3. **Cultivate Leadership:** Foster and empower forward-thinking Lions leaders who will shape the future.
4. **Engage in Service:** Inspire Lions to take on humanitarian service projects—whether large or small—to make a difference.
5. **Serve with Integrity:** Encourage Lions to lead with conviction, compassion, and integrity in all they do.
6. **Celebrate Fellowship:** Promote fun, camaraderie, fellowship, and family as we grow and serve together.

This is more than a movement; it's a mission to reignite the passion for Lionism in the United States. By taking part in LionsUSA, you're stepping into a community committed to service, growth, and leadership—all while fostering the connections and joy that make Lionism so special.

Together, we can transform the way we serve, lead, and grow. Let's make Lionism stronger than ever—because the future of service starts with us.

Lions USA General Interest form: <https://forms.gle/MVlbGJhZ2EoxHv7w6>

LIONS BEAR LAKE CAMP

DEAF & HARD OF HEARING FAMILY CAMP

AUGUST 1-3 2025



Come enjoy a fun themed weekend for families of deaf & hard of hearing children. It is geared to meet the unique needs of children who use listening & spoken language as their primary mode of communication.

ACTIVITIES

- ✓ Swimming & Boating
- ✓ Archery
- ✓ Climbing Tower & Zipline
- ✓ Arts & Crafts
- ✓ Making Friends
- ✓ Much More!!

PARENTS WILL ENJOY

- ✓ Informative sessions about current issues
- ✓ Networking & sharing with other parents and families
- ✓ Family activities & bonding
- ✓ Creative break from the daily grind!

LIONS BEAR LAKE CAMP

3409 N Five Lakes Rd
Lapeer, MI 48446
www.bearlakecamp.org



Register Online

More Info jfishch10@emich.edu 810-245-0726

LIONS BEAR LAKE CAMP

Spring Workbee

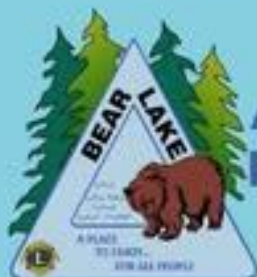
May 10th, 2025

Registration 8:00 AM

Cleanup 9:00 AM



LUNCH WILL BE PROVIDED



**Easy, Medium, and
Advanced Tasks available**

Please bring your own gloves and tools

PLEASE RSVP TO:

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

traci@bearlakecamp.org
jwalling@bearlakecamp.org



Lions Bear Lake Camp Buffalo & Boar Wild Game Dinner

Metamora Lions Club House, 3790 N. Oak St. Metamora, Mi. 48455

Saturday, April 12, 2025

Doors open at 5pm-Dinner at 6

Tickets \$60 per person OR \$400 Table of 8

Gourmet Wild Game Dinner Catered by Metamora Country Club!

3 Drink tickets! Cash Bar for Mixed Cocktails!

Raffles! Door prizes! Silent Auctions! Hourly Drawings!

SPONSOR OPPORTUNITY AVAILABLE

Platinum \$2,500

Gold \$1,000

Silver \$500

See the second page for sponsorship and event details.

Order your tickets today online

www.bearlakecamp.org "under the event tab"

Or to purchase tickets via mail send check payable to Lions Bear Lake Camp

Mail to: 3409 N. Five Lakes Rd. Lapeer, Mi 48446

For More information Contact

Jack Patton japlapelp@gmail.com 248-535-9011

Traci Tribley traci@bearlakecamp.org 810-245-0726

Rick Fleming rick.metamoracc@yahoo.com 248-969-2120





Youth Camps & Exchange (YCE) SUMMER PROGRAM 2025



Dates to Remember:

Application deadlines:

Outgoing participants: **March 30, 2025**

Host Family: **June 30, 2025**

Incoming Youth Exchange participants:

Arrival date: **July 26, 2025**

Departure date: **August 16, 2025**

D-Bar-A Scout Ranch

Camp dates: **August 3-9, 2025**



Become a Host Family

Bring a new culture into your home!

Multiple District 11 is looking for families in the community who can open their hearts and homes for a few weeks during the summer of 2025 to host a Youth Exchange Ambassador. These young adults are part of Lions International Youth Camps & Exchange program, bringing young adults from various parts of the world to the United States during the summer program July 26 – August 16, 2025.

Host families need not be Lions members, nor must they have children at home. You would be responsible for their room and board. Visiting young adults comes with spending money, and additional activities will be at your discretion.

If you are interested in becoming a Host Family, please contact:

Your District chair or State Chair Lion Elvie Marfil at 818-800-1060, email epmarfil5@gmail.com.

Facebook page: Youth Camps & Exchange - Michigan, USA

Link: [Lions of Michigan Youth Camps & Exchange](https://lionsofmi.com/index.php/youth-exchange) (<https://lionsofmi.com/index.php/youth-exchange>)

Your help is needed!



DISTRICT 11-C2

***Help fight hunger
in our communities***

***Your loose change makes a
difference to food banks
supporting our community
members.***

**During our next Cabinet meeting,
drop it into the yellow canister to
show your support.**



- **April 22, 2025 @
Dutch Hollow, Durand**

The Hunger Committee also encourages each club to
collect loose change at their meetings and to bring their
club's "loose change" to the Cabinet meetings.**

**** Please contact**

**Lion Karen Ketola (517.927.4834) or Lion Jenny Stromlund
(810.923.4251) if you'd like to match a Cabinet Meeting
Collection**

Using Video B-Roll is Essential

by Lion Doug Klein, APR, CTA

The local TV news station reporter has come out to interview you about your Lions Club service project. When your interview is done, the reporter will often say that they will stick around to shoot some “b-roll” before they head back to the TV station. If you know what that is and why they need it, you can increase the quality and length of your spot before the interview and even before you send out your initial news release.

To start, you need to know the terms a-roll and b-roll. The main footage (the central interviews, narrative, message, etc.) in your video is a-roll. So, as its name might suggest, b-roll is the ‘supporting role’ to that main footage. It is there to add context, enhance the narrative, create interest, and hold your audience’s attention.

For example, from a service project video, the a-roll would be the person talking to the camera. It could be the news anchor at the station, the reporter covering the story, or you answering the interviewer’s questions. Sometimes a-roll is called “talking head” video.

The b-roll would be the supporting video clips that are sprinkled throughout the news spot that show what is being narrated. So, depending on the project, examples would be shots of people getting their eyes examined, the donation canisters for White Cane, or puppies being raised for Leader Dog.

Overall, it makes for a much stronger video than a “talking head” talking to the camera for 60 seconds. B-roll adds visual interest and enhances the experience for your audience. It helps paint a richer, fuller picture of the narrative by supplementing what’s being said with complementary visuals.

Because it encompasses several types of supplemental footage, there can be some confusion around the term b-roll. But each of these kinds of footage serves a unique purpose for storytelling.

B-roll is used all the time across virtually every type of video. From YouTube videos to a news segment about your service project on the local TV news to Hollywood blockbusters, using b-roll is an integral part of video production.

So, here are some B-roll ideas:

- **Cutaway Shots:** These shots usually deviate from the central action to capture something at a medium or far distance. They’re often used to reveal details to the audience to set up anticipation or change perspective.
- **Establishing Shots:** These are often panoramic shots of the location that will set the stage for the narrative. Remember all the times you saw the outside of a New York apartment block in Friends? That’s an establishing shot.
- **Atmospheric Shots:** These shots capture locations, objects, or people that evoke a specific mood or atmosphere. They are like cutaways and establishing shots in the sense that they work to immerse the audience in the narrative.
- **Candid Shots:** Unlike scripted scenes, these shots are more spontaneous. They capture subjects in their natural state or behind the scenes. Most of the time, they’re found in news reports and highlight important details that might go unnoticed.
- **Stock Footage:** This refers to pre-recorded footage, which could either be royalty-free or licensed. These supplemental clips serve to illustrate concepts.
- **Archival Footage:** This includes historical images, recordings, and footage from archives and/or libraries.
- **Repurposed Primary Footage:** Sometimes, even a-roll can be used as b-roll. For example, a discarded take (or part of it) could be used in the editing process to enhance the narrative.

B-roll is an editor’s best friend. It provides plenty of ways to enhance a scene, break up a monologue, or distribute information.

(continued)

Here's how you can shoot b-roll footage for your videos:

1. Plan ahead

The key to shooting great b-roll starts with understanding your story. Identify the key themes or ideas you'd like to reinforce through your footage. Having a clear vision of what you want to communicate will guide you in deciding what kind of b-roll shots you need.

Before you start shooting, it's worth making a list of potential shots that complement your primary footage. Consider the locations, actions, or objects that could add value to your narrative. If possible, create a shot list or storyboard. This helps in visualizing your ideas and makes the shooting process more organized and efficient. You could also label your shot list with 'must-haves' and 'nice-to-haves' to ensure you don't miss any crucial footage during the shoot.

2. Find a great location

Where you shoot should align with the theme of your story and add a layer of depth and intrigue. Think about how your location can serve your narrative, contribute to the mood, and enhance the visual appeal of your footage. Consider the variety of shots you could capture in each location. Look for spaces with interesting architecture, dynamic lighting, or unique features. These can provide a wide range of opportunities for capturing captivating b-roll.

As well as the aesthetic of a location, you should also think about how practical it will be. Is the location easily accessible? Will there be uncontrollable noise? Do you need a permit to shoot there? Are you going to need any special equipment? Answering these questions ahead of time will save potential headaches during the shoot.

3. Try several angles

Shooting b-roll is your chance to get creative and push beyond your comfort zone. The more angles you try, the more material you will have to work with in the editing room. And the more compelling your final product will be. It's well worth experimenting with different camera angles. This is a great way to tap into the versatility that B-roll footage can offer.

For example, rather than limit yourself to eye-level shots, try shooting from a low angle to make a subject look larger and commanding. Or, from up high to make them appear small and vulnerable. Each angle tells a different story and evokes a different emotion. Even the simplest scene can be transformed through the lens of a new perspective.

4. Get more footage than necessary

While it's important to value quality over quantity in editing, it's usually better to take on a 'more is better' approach when shooting your b-roll. It can be all too easy to stick to a specific shot list. But having a bank of extra footage can provide both a safety net and a broader canvas to paint your narrative.

By 'overshooting', you're giving your future self a wider variety of shots to work with, which can be invaluable. This allows for greater flexibility during the post-production process. Take it from us, there's nothing worse than wishing you had 'just one more shot' when you're editing.

Here's a tip: If someone says it, show it. For example, if someone says "pancake breakfast" in your narrative, consider showing a stack of pancakes.

It's important to stay focused. While you should definitely capture lots of b-roll, you should still make sure that all of it has the potential to add value to your video. Capturing engaging, high-quality b-roll can make your video stand out and increase its impact, whether it's for TV news, social media, or a promotional video.



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 Chair, and MD11 State PR / Information Chair 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.
