



August 2024

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



From the desk of the Governor



gonehunting35@outlook.com
989-277-4847

I am looking forward to an exciting year. Look for a flyer coming out to announce a special fundraiser for LCIF, sponsored by our District. I am looking forward to visiting all Clubs, whether at a meeting or at an event. My calendar is filling up fast, so contact me so I can get you on my schedule. Just a reminder... together we leave footprints!

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



Attending the Hall of Fame Awards Dinner in Grand Rapids on August 3, 2024



Just one more photo from the International Convention in Melbourne, Australia



“Stirring the Pot” at the Chicken Barbeque Dinner co-sponsored by the Durand Area Lions Club

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- Cabinet Meetings
- Mints for the Military
- IPDG Lion Ted Hamilton Appreciation Dinner
- Diabetes PATH
- Ethical Communication
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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

Do good for others, it will come back to you in unexpected ways.





St. Johns Lions Club

Another successful “National Night Out” event is a wrap. The St. Johns Lions Club was a sponsor again this year. Thank you to Lions Nancy Presocki and Kenny Kinsey for representing the club and distributing ice cream sandwiches to a large crowd.

Around The District



Hall of Fame Awards Dinner

PDG Ray Robbins was congratulated by PDG Karen Routson as he was inducted into the Lions of Michigan Hall of Fame in Grand Rapids on August 3, 2024.



Project Kidsight Vision Screenings

On June 29th Lion Lloyd Kilbreath led a training session on the use of the Kidsight camera at the Lions of Michigan State Office. On July 9th and 10th Lions from many clubs in the District did screenings at Potter Park Zoo Days in Lansing! Bretton Woods Lions also did many screenings for the “National Night Out” at Sharp Park in Delta Township on August 6th.



Mason Lions did a screening on August 10th at the Mason First United Methodist Church for Mason Community Services. The Kidsight trailer was also at the Shiawassee County Fair on August 7, 2024. Please contact Lion Lloyd at 989-413-2054 to talk with him about serving in this important project in your own community.



Lions Club of Ovid

We completed our MDOT Adopt-A-Highway summer trash clean-up along M-21 recently. Thank you to members Jack, Paul, Cal, Luke, Greg A, Mary, and Holly.

Around The District



Durand Area Lions Club

Volunteering at the St. Mary food distribution has quickly become one of our club's regular service projects. Two of us are pictured here today with St. Mary volunteers presenting them with a donation from our club to the St. Mary Food Pantry.



Council of Governors for 2024-2025

District Governor Carl Cozart and VDG Aleta Cozart attended the Council of Governors Meeting in Grand Rapids on August 2 & 3.



Clinton County Champions Club

The C C Champions were raising money for Special Olympics Area 28 at a recent Lansing Lugnut's game.



Around The District



District 11 C2 Cabinet Meeting

The Cabinet Meeting took place at the Main Street Café in St. Johns on July 31, 2024. Above are Lions Mike O’Bryant, Becky Hamilton and Brent Beracy,



Hartland Lions Club

The Hartland Lions Club participated in assisting their local food bank “Bountiful Harvest” on July 13th.

Pictured left to right are Lion Angela Yarber, PDG Kurt Stromlund, Lion Larry Ciofu, Lion Melanie Cherdrone, Lion Vyte Paquestte and Lion Jeannine Gogoleski.



Bountiful Harvest is a food pantry that is a non-profit organization run completely by volunteers. With support from the local community and food banks, they are able to provide groceries, meals, clothing and access to employment agencies to people in need.

District 11-C2 Cabinet Meetings

The next Cabinet Meeting of the 2024-2025 Year
will be held on Thursday, October 24, 2024, at 6 PM
at the Delhi Café in Holt

Please RSVP ASAP if you would like a meal to:

Cabinet Secretary Lion Denise Temple

tsiellyboo@aol.com

PLEASE RSVP TO Lion Denise Temple FOR ALL CABINET MEETINGS.

We need to get our numbers to the restaurants in advance of each meeting.

October 22, 2024, cabinet meeting #2 at the Delhi Cafe in Holt at 6pm

January 18, 2025, cabinet meeting #3 at the Perry VFW at 9am

March 22, 2025, cabinet meeting #4 at convention in Mt. Pleasant

April 24, 2025, cabinet meeting #5 at Dutch Hollow in Durand at 6pm

Around The
District



What: PDG Lion Ted Hamilton's
Appreciation Dinner

When: Friday, September 20, 2024

Social: 5:30 PM Dinner: 6:00 PM

Where: Dutch Hollow Golf Club,
8500 Lansing Rd., Durand, MI 48429

Cost: \$18.00, which includes dinner with main course, salad and
dessert, coffee and water, tax and tip. Alcoholic beverages
are available for purchase.

Please RSVP to Lion Kathy Kilbreath

at (989) 413-3269 by Friday, 9/13/24

Payment can be made at the door, cash or check only.





Louisville 2024
SEPTEMBER 5-7, 2024

STILL TIME TO REGISTER FOR LOUISVILLE FORUM

If you haven't registered, it's not too late to join the fun. Head to www.lionsforum.org by the end of this month to get registered.



SAVE THE DATE!



DISTRICT 11-C2 EVERSIGHT TOUR

October 12, 2024

Time: 10am

3985 Research Park Drive
Ann Arbor, MI 48108

More information to come

 **Eversight**
making vision a reality



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

Delta Township Library

5130 Davenport Dr. - Lansing

Meet in the Michael D. Moore Boardroom

Wednesdays, September 11 - October 16, 2024

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 workshop 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.



DISTRICT 11-C2

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

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

**During our Cabinet meetings drop it into the
yellow canister to show your support.**

- **October 22, 2024 @ Delhi Cafe, Holt**
- **January 18, 2025 @ Perry VFW, Perry**
- **March 22, 2025 @ Celebration of
Service, Mt. Pleasant**
- **April 24, 2025 @ Dutch Hollow, Durand**



The Hunger Committee also encourages each club to collect loose
change at their monthly 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**



Mints For MILITARY

The Lions of Michigan Foundation is proud to recognize the brave men and women serving our nation in the United States military. We have Lion Mints Care Packages ready for distribution, but we need the names and addresses of more service men and women to recognize. Please help us by displaying and distributing this flyer in your community.



LIONS OF MICHIGAN FOUNDATION
5730 Executive Drive
Lansing, Michigan 48911
517-887-6640
info@lmsf.net
www.lmsf.net



PLEASE SEND A LION MINTS CARE PACKAGE TO:

Military Member's Name: _____

Rank: _____ **Unit:** _____

APO: _____ **FPO:** _____ **AE:** _____ **AA:** _____ **AP:** _____

Street Address: _____

City/State/Zip Code: _____

Ethical Communication for Your Lions Club

by Lion Doug Klein, APR, CTA

Why should a Lions Club's spokesperson know about ethics? Well, whenever the actions of a Lions Club, member, or leader come into question, who do you think the media and community want to talk with first? So, it is in your best interest then to make sure only ethical conduct happens in your Lions Club. And if any does happen to occur, the unethical conduct is addressed within the confines of your Lions Club, so it doesn't bleed out to your community.

What does it take to be your Lions Club's "guardian of ethical behavior?" Are you ready to work out the challenges that possible ethical lapses pose? Also, how can your Lions Club's communication practices best uphold the values of honesty, transparency, and social responsibility? Before we explore some possible ethical dilemmas, let's start with the standards established for every Lions Club's ethics.

Lions Club ethics are the principles and values that guide the conduct and behavior of Lions members and leaders. They are based on the Lions Clubs International mission statement, code of ethics, and anti-discrimination guidelines. Some of the main aspects of Lions Club ethics are:

- To serve the community and humanity with integrity, honesty, and respect.
- To seek success and fair remuneration for one's work, but not at the expense of one's self-respect or unfair advantage over others.
- To be loyal to one's clients, customers, and fellow Lions, and to avoid any conflict of interest or unethical actions.
- To uphold the principles of good government and good citizenship, and to give one's unswerving loyalty to one's nation, state, and community.
- To aid others in need, especially those who are weak, distressed, or needy, and to give one's sympathy, substance, and service.
- To be careful with one's criticism and liberal with one's praise, and to build up and not destroy.
- To appreciate and celebrate diversity, and to foster a spirit of understanding among the people of the world.
- To collaborate with other Lions and organizations to improve the quality and relevance of service programs and initiatives.

These are some of the ethical standards of conduct that Lions Clubs International expects from all its members and leaders. You can find more information about Lions Club ethics in the policy manuals written for each organizational level of Lions.

If all our ethics were cut and dried, there wouldn't be ethical dilemmas, so we wouldn't have to use our own moral compasses. Unfortunately, life is a little more complicated than that. Now, what can you say and do to rebuild trust when a member or a group violate those ethics? The public relations principle of "tell it all and tell it fast" applies. Express concern for the situation, apologize for any harm, and express your Lions Club's plan on how you will be able to avoid the problem from happening ever again.

Let's take back the trust that good organizations deserve by staying alert to possible ethical dilemmas. Let's explore a few examples of ethical problems that others have faced. As you consider each one, think through your possible communication responses.

1. Tainted Money -- A nonprofit shouldn't turn away money, right? After all, any gift helps you get one step closer to your mission. But the truth is that not all gifts are created equal. It's a difficult situation when somebody is trying to offer money that may have been generated through a conflict of interest. For example, you don't want to accept money that has been stolen or embezzled. You might think twice before accepting money if it were coming from somebody who goes against everything your mission stands for. Always consider where the money is coming from and whether there would be a conflict of interest because of your mission.

2. Personal Benefit -- Never connect the amount of funds raised to the value of prizes or rewards. The motivation for our fundraisers should be to help further the mission, not to make more money. Instead, the focus should be on building and nurturing relationships with current and prospective donors. Don't make personal glory the driving force.

3. Privacy -- Only keep information that is necessary on your donors. Never get more than you need or use it for anything other than what you told donors you'd use it for. Be especially mindful of lists that you collect for e-mail marketing pieces and more. Make sure the opt-in option is clear and that unsubscribe options are accessible. A small number of unsubscribes won't hurt as much as mistrust from your entire donor group. Furthermore, make sure your information is stored safely and securely. Understanding basic cybersecurity best practices will help you avoid potential dilemmas.

(continued)

4. Appearance of Impropriety – Something may not be illegal; but that doesn't make it right. There are various activities you'll need to be aware of that could come across as shady even if they aren't illegal. Be wary of certain situations that might be perceived in the wrong way.
5. Stewardship -- Donors want to know that you're using the funds for what you said you'd use them for. Don't promise donors one thing and then turn around and use the funds for something else. If you must change the usage of your funds, check with the donor first and abide by their wishes. When you do what you say, your supporters will appreciate the honesty and be more likely to continue giving.
6. Honesty -- Remember what you learned as a kid—honesty involves telling the whole truth. That means not leaving out specific details that will inevitably blow up in your face. Tell the whole truth to your members, donors and community, and nothing but the truth. Honesty goes a long way.
7. Conflicts of Interest -- A conflict of interest could arise from multiple aspects of your organization. It could involve financial or business interests of members. Be aware of situations where someone has more at stake than the best intentions of your Lions Club. Encourage your fellow members to avoid conflicts of interest and maintain your Lions Club's credible reputation.

Remind your members that ethics requires always listening to your own moral compass; and not just when it's convenient. Not all ethical dilemmas may be apparent, and some may be harder to deal with. If you or your members have ethical dilemmas that you aren't sure how to handle, seek outside guidance from somebody who can give an unbiased opinion.

Weigh the pros and cons of what's at risk in the scenario to help you determine what steps to take. For example, you may believe it unethical if a member consistently takes home leftovers from a meeting or event that can feed their extended family for a week. Someone else might not see that situation as an ethical concern given certain mitigating circumstances. Before bringing the matter to someone's attention, find clarity on the issue by assessing the risk of causing repercussions in your Lions Club or community. If you ultimately find the risk is too high, consider taking appropriate action.

There may be times when you sense something isn't quite right and believe that it is worth exploring rather than ignoring. This can help protect both you and your Lions Club if turns out that unethical activity happening. Trusting your instincts might mean you first confirm or investigate your suspicions before taking other actions.

If your personal relationship is good enough, consider discussing a possible ethical violation with the person directly to help manage the situation. Approach someone with questions about their behavior instead of with accusations and assumptions that their actions are ethically wrong. You can gain perspective, ask clarifying questions, and attempt to influence your fellow member to make a more ethical decision. They might appreciate your directness and correct their actions. It can often give you the insight into whether someone is receptive or if you need to take other action.

For extreme ethics violations, like discrimination or harassment, you probably won't choose to use this approach. Before it gets to the point of going outside your Lions Club, bringing the matter to the attention of your Lions Club board. You could start the discussion without naming names or identifying specific behaviors. That might allow your board to stop a problem before it gets to be a major topic of conversation in your community. It also reduces any possible retaliation. The board reporting option is often preferable than bringing a problem to the attention of just one leader.

Hopefully, some of our discussion will be helpful as you navigate through any "rough seas" that may arise in your Lions Club. Remember one definition of public relations is "doing the right thing and letting people know about it." That should be our focus, not trying to make something bad (like an ethical lapse) look good.



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. 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.
