



June 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

As we approach the end of this Lion year, I would like to thank our District Cabinet for a great year and thank everyone that helped me out. Our clubs have done great things during my District Governor year!

On May 16th, we held the last Council of Governors meeting for our Lions 2024-2025 year. Thanks go to Council Chair Terri Huffman!

When we start the 2025-2026 Lions year, we'll have a brand new Council Chair—our very own PDG Becky Hamilton!

Our 1st VDG Aleta Cozart is now our District Governor Elect, and she will be great at being our Governor starting in July. She has over 40 years of being a Lion and has many good ideas to make us prosper. I'll be there to help her just as she was there to help me.

Also, good news, Lion Kenny Kinsey of the St. Johns Lions Club has volunteered to be appointed to be our 1st Vice District Governor for the next year. Lion Chuck Vasilion was already elected as our 2nd Vice District Governor. Both will be most helpful in leadership!

I was glad to see many of you in Bay City at the Lions of Michigan Convention in mid-May. We have a few pictures of some convention events later in the newsletter. DGE Aleta Cozart and I also look forward to seeing District 11-C2 people at the International Convention in Orlando July 13-17. There is still time to register.

Please be sure to report all service in the Portal in the next few weeks. Let's finish this month of June with a big Lions roar!

Contents:

- Lions Club News from Around the District
- Upcoming Lions Events and Programs
- Recap of the 2025 Lions of Michigan Convention
- Lions USA Information
- Publicity is Not Advertising
- 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



With a heavy heart, I am passing on such sad news. Lion Gloria Carnicom from St Johns Lions has lost her beloved husband of 48+ years. Lion Gloria said he passed from cancer. She said she has 3 of his kids with her now and she will let us know if she needs anything. Please hold Lion Gloria and her family in your prayers and hold your own family members a little tighter.

Lion Denise Temple CS



Grand Ledge Lions Club

The Grand Ledge Lions Club was proud to support the Farewell Fundraiser — a heartfelt community event dedicated to honoring and uplifting our own. A big thank you to the dedicated volunteers who continue to serve with compassion and generosity. Your time and effort help make days like this one truly special.



Owosso Lions Club

Owosso Lions sold 50/50 raffle tickets 5/10 at Owosso Speedway. The big winner took home \$849.50! Thanks go to Owosso Speedway and race fans for their generosity!

Around the District

Mason Lions Club

On May 14, Mason Lions Club President Jenni Jordan presented three Mason High School seniors with college scholarships. The scholarships are named in honor of Lions Bud Swinehart, Ray Collar, and Stan Jordan. Gabriella Hanover, daughter of Pete and Amy Hanover, intends to go to Hope College and major in Business. Jackson Cargill, son of Erik and Jennifer Cargill, will attend Saginaw Valley State University to major in Chemistry. Skyler Prosser, daughter of Stephanie and Mitchell Prosser, will be going to Brigham Young University and major in Psychology.



Lions Club of Ovid

Thank you so much to the extremely hardworking spring spruce-up crew at Gumaer Park! They were able to complete the painting and staining of picnic tables, painting of teeter totter and sand tire, and raking of the play area and around the pavilion. They also were able to move a picnic table to a grill area so families can enjoy a place to sit with their cook-out. Next project for the Ovid Lions Club is to finish the playhouse at the ball field.



Eaton Rapids Lions Club

Stop by the ER Lions booth at the first Community Market of the year on Saturday June 7th, downtown Eaton Rapids and drop off some pet food for our pet pantry. Any and all dog/cat food, toys, or litter is accepted. See you then!



Grand Ledge Lions Club

Win a John Deere Tractor—Support a Great Cause! Reach out to the GL club and get your raffle tickets now for a chance to take home a brand new John Deere tractor! Whether you're a farmer, landowner, or just love the iconic green and yellow, this is your chance to win big and do some good. Drawing is on August 24, 2025.

Around the
District



Durand Lions Club

The winners of the annual RR Days raffle are Art Andres of New Lothrop (first prize \$600 Riverside Market gift cards), and Mark & Blair Pancheck of Durand (2nd prize hand carved wood owl), and Dale Pfeifer of Durand (third prize \$200 Riverside Market gift cards). The Durand Lions sincerely thank the folks that purchased raffle tickets. 100% of the funds go back to the community needs in Durand and the surrounding area. Pictured are Mark and Blair Pancheck of Durand (and Shaw's Pharmacy).





VFW Day of Service
(A Community Day of Service)

In cooperation with the Ovid Lions,
Ovid Memorial Post 8964 VFW is holding
a food drive benefitting
Elsie Area Food Pantry.



Food Drive Collection Point
Village Food Pride in Ovid
Date: Saturday May 24th 10:00am - 4:00PM



JOIN US FOR OUR
VFW DAY OF SERVICE

A veteran-led community
service event.

Ovid Lions Club

In cooperation with the Ovid Lions, VFW Ovid Memorial Post 8964 organized a food drive benefitting the Elsie Area Food Pantry.

Around the
District



St. Johns Lions Club

Lion Dean Hartenburg, president of the St. Johns Lions Club, presented \$500 community service scholarship awards to two very deserving high school seniors: Aubrey Beltran and Tyler Riedel. Both students had outstanding applications with an impressive list of community service work, including volunteering in the Lions food trailer during the concerts in the park. Congratulations Aubrey and Tyler, and best wishes for the future.

Around the District



Mason Lions Club

Continuing an annual community service project, Mason Lions Club members got an earlier start this year planting flowers on the State Street Bridge on Tuesday morning, May 13th. Thanks to Lions Lynne and Cyndi Mark for chairing the effort once again and helping beautify an important gateway to the "fair city."



Lions Club of Wacousta

The Club once again served hot dogs, chips, pop to the crowd after the Memorial ceremony in Wacousta. This is their umpteenth year of doing this... a way of giving back to those who support the club!

Lions Club of Wacousta

Lions President Jason Barclay presented the Lions Club of Wacousta 2025 Scholarship certificate to this year's award winner, Vivian Tuckey. Vivian, a graduate of Grand Ledge High School plans to attend Michigan State University and major in Neurological Science. She was accompanied by her parents Amanda and Matthew. Congratulations, Vivian!



DeWitt Lions Club

At a recent meeting, Lion Tom Doyle introduced Heather Febres-Cordero of the Tri-County Office on Aging. She thanked the club for their donation and spoke of her background and the various programs available thru Tri-County. She introduced Amber Watters who spoke about the Meals on Wheels program for Clinton County and the need for volunteers. Go to: volunteer@tcoa.org or call 517-887-1487 to learn more or apply.



St. Johns Lions Club

The St. Johns Lions Club would like to give a big “THANK YOU” to their friends at Chasco Plumbing and Heating, LLC for generously donating a freshwater back-flow preventer for their new Lions food trailer. This device is required by the Public Health Department to protect the public water system. They appreciate their willingness to help ensure the food trailer is ready to provide food and beverages at the upcoming concert in the park series. Lions are excited to unveil their new trailer at the first concert. Chasco Plumbing & Heating truly has a “Heart of a Lion,” one that embodies the values of Lions International for kindness and service. Photo: Lions Club President Dean Hartenburg accepts the back-flow preventer from Don Kebler, owner of Chasco Plumbing & Heating.

Bath Township Lions Club

Thank you to all of those who donated to the Bath Township Lions during their Annual White Cane Drive. They collected just over \$1,200 in the two weekends. 100 Percent of the funds are used to help those in need.



Around the District

Vermontville Lions Club

Congratulations to Vermontville Lions Club member “Sweet’ Gene Fisher on being inducted into the 2025 Lions of Michigan Hall of Fame! Gene has been serving Vermontville, Eaton County, the State of Michigan, the United States, and the World as a Lion for over 57 years. Gene not only held many important offices for the Lions over the years but also served the community as the Vermontville Syrup Corporation President. Photo: Lion Gene receiving the news of his induction from District 11-C2 District Governor Carl Cozart.





Lansing Capital Lioness Lions Club

At left: Accepting their portion of the Concessions Fundraiser from 2024 a coordinated effort between Delta DeWitt Lioness & Lansing Capital Lioness Lions Clubs are R: LL Wendy Mater, L: LL Jeanne Vollmer.

At right: Lansing Capital Lioness Lions gathering with the Easter



Bunny after the Easter Egg Hunt assisting the St. Johns Lions Club. (L-R) Kay Waldon, Angie Penner, Sheri March, Cyn Manning, Sandy Henkey, Lori Shepard. Missing is LL Andrea Richter who was busy assisting at the KidSight trailer.

DeWitt Lions Club

Lion Tom Doyle thanked Boy Scout Troop 77 for their participation in the annual Sight and Hearing Sweepstakes raffle. In the photo are Dan Seip, Assistant Scoutmaster and Sally Jaycox, Treasurer. The troop won third prize in the sellers drawing and was presented with a check for \$250.



Around
the
District

Charlotte Lions Club

The Charlotte Lions gave away two \$1,000 scholarships to two well-deserved graduating seniors from Charlotte High School. The recipients are Brookelynn Friar (left) who plans to attend Lansing Community College to study Dentistry. The second winner is Sydney Hull (right). She plans to attend Hope College in Special Education. The scholarship checks and Certificate of Achievement were awarded at the Charlotte Lions Club meeting on May, 14, 2025. Both girls have participated in community service for the local Siren Shelter fundraiser and The Cancer Relay for Life. The girls both have excellent academic records. Lion Dianne Barmes, Scholarship Chairperson presented the checks and certificates to the winners.





Grand Ledge Lions Club

Last Official Meeting of the Season! As they wrap up another meaningful season of service, the Grand Ledge Lions Club gathered for their final official meeting. From vision screenings to community fundraisers, it's been a year of impact, connection, and dedication to making a difference. Thank you to all members and supporters who helped make this season a success. We'll see you after the summer break, ready to serve again with heart and purpose.

Vermontville Lions Club

Congratulations to Maple Valley graduate Isabel Emerick for receiving the 2025 Vermontville Lions Memorial Scholarship!



**Around
the District**

St. Johns Lions Club

The St. Johns Lions Club officers for 2025-2026, effective July 1, were inducted by Lion Marilyn Witter who performed a great ceremony. They include: President: Dean Hartenburg; First Vice President: Carrie Hartenburg; Second Vice President: Pauline Baert; Secretary: Gloria Carnicom; Treasurer: Nancy Presockki; One-Year Director: Bob Jansen; Two-Year Director: Duane Witter; Membership Chair: Laurie Blackmer; Tail Twister: John Triantaflos; and LCIF/LMF Coordinator: Kenny Kinsey. Not pictured Membership Chair Laurie Blackmer.





Grand Ledge Lions Club

Thank you to the incredible volunteers of the Grand Ledge Lions Club for showing up in support of White Cane Day! Your dedication, energy, and generosity are helping make a real difference for people who are blind or visually impaired. We're proud to stand with you in this important tradition of service and awareness.



Lions Bear Lake Camp

It was a good day for the annual clean up at Lions Bear Lake Camp. Also, for photo ops and a preview of the new DG pin!



Maple Valley Lions Club

Maple Valley Lions Club presented scholarships to two graduating students at Fulton High School. Lion Dan Jones and Lion Sue McGinnes presented the scholarships at the Awards ceremony.



Around the District

Hartland Lions Club

Hartland Lions Club presented a scholarship to Hartland Senior Sidney Cheney. Pictured presenting is Lion Jeannine Gogoleski and Hartland Senior Sidney Cheney.



Around the District

Brighton Lions Club

The Brighton Lions Club (established in 1959) recently celebrated service anniversaries for two of its members. Lion Bob Johnson recently hit the milestone of 50 years as a Lion. He has served as President and most recently Treasurer. He is a valued resource for any new Lion members. Congratulations Bob!



Lion Bud Adas recently completed 20 years of service as a Brighton Lion. He has served as President and various other offices. He leads various fundraising committees and always does a good job. Congratulations Bud!

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.



No flyer or code needed.

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

SHARE NIGHT

Enjoy a delicious meal, benefit a great cause and feel good all over.
Thank you for supporting the
St. Johns Lions Club!



Come on in to your local Culver's restaurant:

CULVER'S OF DEWITT
1030 W. Herbison Rd. DeWitt, MI 48820
(517) 668-6188 | culvers.com/restaurants/dewitt-mi-herbison



**7 BENEFITS
OF VOLUNTEERING**

1. Reduces Stress
2. Combats Depression
3. Prevents Feelings of Isolation
4. Increases Confidence
5. Gives a Sense of Purpose
6. Ignites Passion
7. Makes You Happy



Experience the
Future of Service

https://www.youtube.com/watch?v=Jb_jjFGukWw

LIONS OF MICHIGAN STATE CONVENTION – BAY CITY – MAY 2025





LionsUSA is a nonprofit organization dedicated to fostering a vibrant and inclusive network of Lions Clubs across Constitutional Area 1 (United States and our Affiliates). Our mission is centered on sustaining and growing membership, empowering leadership, and enabling impactful humanitarian services.

Inspiring Lions to serve and lead with integrity, conviction and compassion.

Encourage fun, camaraderie, fellowship and family as we grow and serve.

Every Lion member in the U.S. and affiliates is a LionsUSA member at no cost.

Organizational Overview

- **Legal structure:** 501(c)(3) nonprofit organization

Short-Term Goals (1-3 Years):

1. Increase membership by 10% annually across all clubs in Constitutional Area 1.
2. Launch three new leadership development programs targeting emerging leaders.
3. Facilitate at least 100 new humanitarian service projects within the next three years.
4. Establish robust communication channels to enhance member engagement and collaboration.

Long-Term Goals (5-10 Years):

1. Double the membership base across all clubs.
2. Develop a comprehensive LionsUSA service framework to address key community needs.
3. Secure sustainable funding streams to support long-term projects and initiatives.
4. Foster a culture of innovation and adaptability among Lions leaders.

"United in Service, Empowering Communities – LionsUSA"

info@LionsUSA.org

Facebook: LionsUSA

www.lionsvirtual.org AND YouTube: LionsVirtual

Sunday June 22, 2025 1:00 p.m.
Lions and Friends Mixer Membership Mixer!



Lions of Michigan Cornhole Tournament at Oakland Yard

Calling all members and prospective members! Get ready for a fun-filled afternoon of friendly competition, great company, and an opportunity to introduce others to our amazing service organization – LIONS!

Come have some fun at Oakland Yard on Sunday June 22, 2025, 1:00 p.m.

Participants will partake in this 1-day cornhole tournament for cash prizes. 50/50 raffle ticket sales, food and beverages available on site.

Oakland Yard has donated the facility and cornhole sets for our event, and we greatly appreciate their support. There will be a cash bar available so please support them in return!

Cost Per Person: \$25 Pre-Registration Required!
www.oaklandyard.com/fundraisers/lions

Oakland Yard Athletics 5328 Highland
Road Waterford, MI 48327
248 673 0100



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

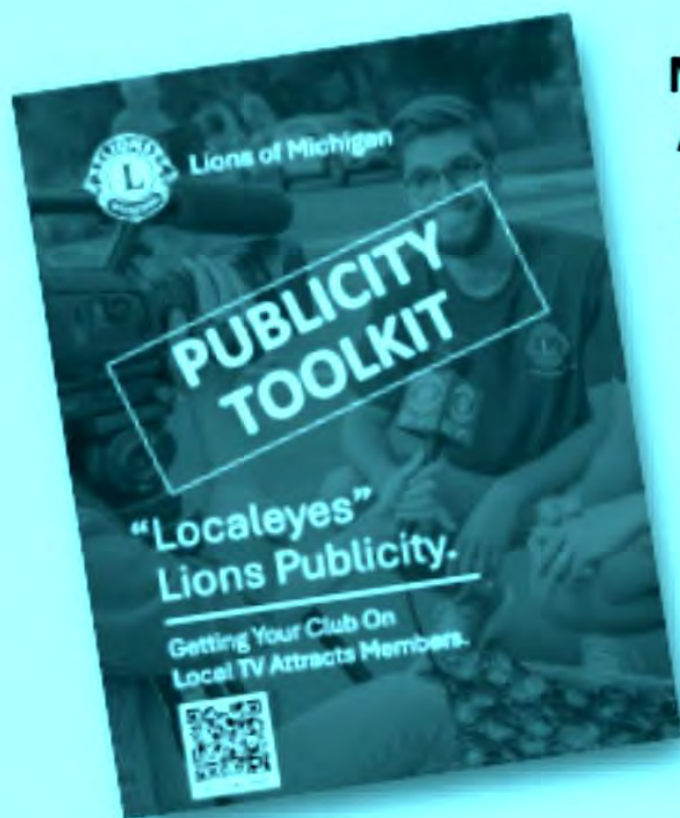
RSVP to PDG Kurt Stromlund
stromlund@comcast.net or
810-923-4252

 **Eversight**
making vision a reality

Donor and Recipient numbers for District 11-C2:
41 Donors and 18 Recipients

Kurt Stromlund

Lions of Michigan Eversight Advisory Board
District 11-C2 Eversight Chair



**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!



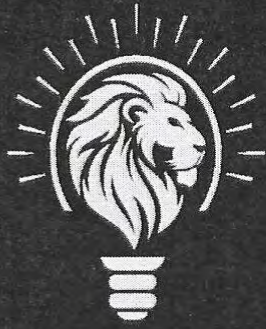
Greetings Lions, Leos and friends.

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/>





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

**LEARN
GROW
LEAD**

ATLANTIC CITY, NJ
SEPT. 18-20, 2025



www.lionsforum.org/register

*District 11-C2
Celebration of Service*

SAVE THE
Date
**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.





LCIF Melvin Jones Fellowship Celebration



We are honored to host LCIF Chairperson IPIP Lion Dr. Patti Hill on June 13th & June 14th, 2025.

There will be two events to meet and celebrate with Chairperson Dr. Patti in Port Austin, Michigan. On Saturday June 14th Chairperson Dr. Patti will personally present any Progressive or Melvin Jones Fellow to those that are in attendance and have achieved such recognition. The only charge for the events is a specified donation to LCIF in the club or person's name.

Friday June 13th, 2025, Chairperson's Reception 7:00 p.m.
\$2,000 donation to LCIF
admits 2 individuals to the private reception (space is limited)
Hors d'oeuvre & Refreshments

Saturday June 14th, 2025, 1:00 p.m.
\$100 donation to LCIF
Admits 1 individual to the celebration
Entertainment
Meal and Refreshments
Bird Creek Farms
282 Grindstone Road Port Austin, Michigan 48467

I would like to reserve the following:

Friday Chairperson's Reception \$2,000 donation. Please credit the following individuals P/MJF account(s).



Name	Membership Number	Amount
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Name	Membership Number	Amount
------	-------------------	--------

Or

Club/District Name	Club Identification Number	Amount
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Saturday Celebration \$100 donation. Please credit the following P/MJF account(s).



Name	Membership Number	Amount
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Or

Club/District Name	Club Identification Number	Amount
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This form and Checks can be mailed payable to LCIF and mailed to:

Lion Irene Cole 2445 Ruth Road Deckerville, Michigan 48427

Questions or to pay by credit card please call PID Lion Justin Faber (989)600-9009 or IPDG Jim White (810)858-9823.

Money sent directly to LCIF or paid online does not count towards this event.



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 WORKSHOPS

St. Luke Lutheran Church
5589 Van Atta Rd. – Haslett
Wednesdays, July 16 – Aug. 20, 2025
9:30 am – 12 noon



UM Health- Sparrow Lansing Health Center
2909 E. Grand River Ave. – Lansing
Meet in the 3rd floor Conference Room
Wednesdays, Aug. 6 – Sept. 10, 2025
1:30 – 4:00 pm

Workshop is free of charge, but donations accepted.
Partial funding provided by Lions Club International.



**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.

Lions Bear Lake Camp Golf Classic



Monday, June 9th, 2025
At
Metamora Golf & Country Club



Please join us for the 20th Annual Lions Bear Lake Camp Golf Classic

Metamora CC offers 18 holes of championship golf. The course's scenic layout features rolling terrain, tree lined fairways, and strategically placed bunkers that will make for a fun and challenging event.

Proceeds from this event will support blind and visually impaired children at Bear Lake Camp. Together, we can make this a great event for such a wonderful cause.

ACTIVITY HIGHLIGHTS

Use of Driving Range
18 Holes of Golf with Cart
Course Contests
Buffet Style Awards Dinner
Door Prizes & Raffles

SCHEDULE OF EVENTS

Registration 9:00am
Shotgun Start 10:00am
Awards Dinner 3:00pm

EVENT FEES

Registration- \$125 per golfer/
\$500 per foursome
Dinner-Only Guest- \$40

If you'd like to learn more about Bear Lake Camp, visit www.bearlakecamp.org
To learn more about Metamora Golf & Country Club, visit www.metamoragolf.com
For additional information, please contact: Rick Fleming 248.342.1702

Event Sponsorship Opportunities

A great way for your group or business to do a bit more!

Event Sponsorship \$2,000

Sponsor's name will be part of the official title of the golf event and all aspects of the event's activities, such as course signage and recognition on event materials.
Includes golf for eight players and awards dinner.

Dinner Sponsorship \$1,500

Sponsor's name will be featured at the awards dinner, on course signage, and on event materials. Includes golf for four players and awards dinner.

Platinum Sponsorship \$1,000

Sponsor's name will be featured on event materials and hole signage. Includes golf for four players and awards dinner.

Beverage Cart or Special Event Sponsorship \$500

Sponsor's name will be featured on multiple beverage carts or special event hole signage throughout the day.

Hole Sponsorship \$100

Sponsor's name will be featured on signage at one hole.

Donations Welcome!!
Donated raffle and prize items are appreciated.

Registration Information

Captain _____

Phone _____ E-mail _____

Address _____

City _____ State _____ Zip _____

Player 2 _____

Player 3 _____

Player 4 _____

Sponsorship Level _____ Total \$ _____

Please make checks payable to: Lions Bear Lake Camp

Mail registrations and payments to:

Metamora Golf & Country Club
C/O Rick Fleming
1600 Club Drive Metamora, MI 48455

To Register Online
Scan QR Code



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)*****



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!

Fun / Inspiration / Idea Sharing

100 CLUBS in 100 DAYS

Live Session: June 4, 2025

8 pm EDT / 7 pm CDT / 6 pm MDT / 5 pm PDT

Register: <https://bit.ly/100ClubsInspo>



Fun / Inspiration / Idea Sharing

100 Clubs In 100 Days

June 4 | 8 pm EDT / 7 pm CDT / 6 pm MDT / 5 pm PDT

Register @ <https://bit.ly/100ClubsInspo>

- Learn what the 100 Club Challenge is—and how you can use it to jump start growth in your area
- Hear from DG Denise Laudenbach about building a team that's already started 2 new clubs (with 4 more on the way!)
- Get inspired by 2nd VDG Randi Ann McVinnie's journey starting an Emerging Leaders Club
- Pick up tips, tricks, and real-world ideas to grow clubs in your area
- Ask questions, share ideas, and leave fired up to make it happen



CHALLENGE: Start 100 Clubs in the 1st 100 Days

- Join PIP Brian Sheehan & friends for fun, inspiration and idea sharing
- Learn what the 100 Club Challenge is—and how you use it to jump start growth in your area
- Hear from DG Denise Laudenbach about building a team that's already started 2 new clubs (with 4 more on the way!)
- Get inspired by 2nd VDG Randi Ann McVinnie's journey starting an Emerging Leaders Club
- Pick up tips, tricks, and real-world ideas to grow clubs in your area
- Ask questions, share ideas, and leave fired up to make it happen
- **REGISTER NOW @** <https://bit.ly/100ClubsInspo>
 - For your personal registration link
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LIONS OF THE UNITED STATES & Its Affiliates



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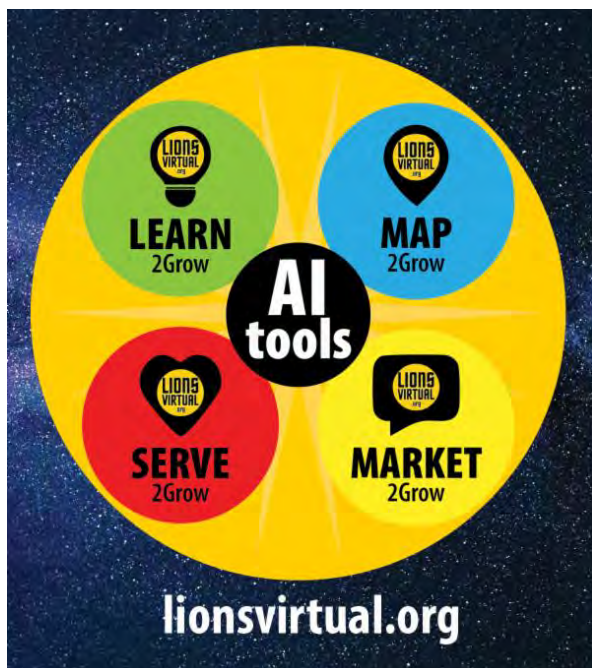
Join Together guru PDG Jay Norby walks you through everything you need to know about launching a Join Together Lions Club. From finding the right 501(c)(3) partners to following a simple, step-by-step roadmap—Jay's got you covered.

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Publicity is Not Advertising

by Lion Doug Klein, APR, CTA

Public Relations is multi-faceted, but it's the publicity and media relations subset that most people think of as PR. That kind of PR is really an integral part of the news industry -- but on the content side, not the commercial side.

The media relations and publicity part of Public Relations is the management function that builds, maintains, restores and evolves the reputations of individuals and organizations using messages that have an editorial and public interest sensibility, often delivered, seemingly for free, through the news media.

When most people think of Marketing, it is the "P for Promotion" part of the traditional Four Ps of Marketing, and primarily the advertising part of promotion. The other three Ps are Product, Place and Price. Advertising messages are published exactly as they created. Marketers buy complete control of their message.

"Editorial and public interest sensibility" means that in doing PR, we do our best to craft honest and non-misleading messages. We believe in "the public interest" as well as "of interest to the public" and many messages are conveyed with the third-party endorsement and the alterations and editing of editors and producers and other controllers of the information conduit.

To help people sort out public relations from marketing, almost all the words a marketer creates are planned to cause people to give money to the marketers' organizations.

Advertising is something marketers pay for it to be published or broadcast, exactly as written, photographed, and designed. The best known element of public relations is media relations, or publicity. The words surrounding the ads throughout a newspaper -- or the video story segments on the local news (interspersed with commercials) are called editorial, and are decided by journalists, whether reporters, editors or producers.

Many but not all of those stories are influenced by PR people who work with journalists. We do not have any control over whether or when a story we suggest, help with or try to block, will run, nor what words will be used, nor what will be said about our organization, its people, and its competitors.

Sometimes PR people think up a story idea and try to get journalists interested. We call this "pitching a story." At other times, the journalists have the idea and ask PR people for help. Or, because our goal may be to keep a negative story out of the paper, journalists try to go around us to interview real subject experts without any PR interference.

No money changes hands between story subjects and journalists. The subject or the PR person does not get to review the words. Advertisers can't lie, but many are masters at subtle shades of meaning. PR people rarely lie, partly because journalists usually look for confirming sources and alternative viewpoints. Headlines are wrong because reporters who know the story don't write them. Editors write headlines, often while reading only the first part of a story.

Most people buy and read publications for the "editorial content" that so often comes with help from PR people. Same for watching news programs or listening to news on the radio. They do not usually buy, subscribe, or attend to the media for the advertising that comes from marketers.



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.
