



February 2024

# Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



## From the desk of the Governor



Lots of good things happening around our 11-C2 District in February.....  
PDG Brent Beracy, our District GLT has been working his tail off helping the Eaton Rapids Lions club re-invent itself. He hosted a meeting in Eaton Rapids on January 17 with myself, ZC R3Z1 Mike O'Bryant, Olivet Lion Chuck Vasilion, and members of the Eaton Rapids club to begin charting a path for service projects and community visibility.

PDG Brent has also been very active with the Clinton County Champions Club and working/promoting their progressive fundraising raffle at Bruno's Bar in St Johns

On Saturday, February 10, several of us participated in the Lions Bear Lake Camp Polar Plunge, headed up by our hardworking PDG Traci Tribbley, and her trusty sidekick GST Chrissy Andre. It was a very successful event, with **26** (including your DG) taking the plunge, and over 120 folks participating in the fundraising raffles and great meal afterwards. Hats off to Lions from the Bancroft Lioness Lions, Durand Lions, Hartland Lions, Ashley Lions, Clinton County Champions Lions, and the Lansing Capital Lioness Lions for participating and volunteering for this great fundraising event.

On February 12, PDG Becky and I visited with the Elsie Lions Club. We had a great meal, and I was fortunate to be able to induct new member John Shipley, sponsored by Lion Rick Jones.

On February 14, I enjoyed a great meal and visit with the hardworking folks of the Ashley Lions, as they prepared for their upcoming Clinton County Lions Tractor Race fundraiser on February 17. *Since this was Valentine's Day, I was bummed that I didn't get a card from their Club Skeleton...I guess his heart just wasn't in it...*

[Continue](#)



### District 11-C2 Officers

Governor: Lion Ted Hamilton  
1st Vice Gov.: Lion Carl Cozart  
2nd Vice Gov.: Vacant  
Secretary: Lion Becky Hamilton PDG  
Treasurer: Lion Robert Phillips  
IPDG: Lion Traci Tribbley

### Zone Chairs

R1-Z1: Lion Jenny Stromlund  
R1-Z2: Lion Aleta Cozart  
R2-Z1: Lion Blaine Lafler  
R2-Z2: Lion Kenny Kinsey  
R3-Z1: Lion Michael O'Bryant  
R3-Z2: Lion Eileen Delaney  
R4-Z1: Lion Wendy Mater

### Places of Interest

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

[Around the District \(3 Pages\)](#)

[Celebration of Service 2024](#)

[Lions Pride, Web Version](#)

[Mints for the Military](#)

[Avoid PR Mistakes](#)

[Bear Lake Camp Fundraiser](#)

[Lions of Michigan Defense](#)

[Against Diabetes](#)

[D.A.D Program](#)

[St. Johns Easter Egg Hunt](#)

[District 11-C2 GLT Report March 2024](#)

### Bit of Wisdom

Failure is not  
the opposite  
of success -  
it's PART OF  
success.

**Continued from the Governor**

On February 20, I enjoyed a nice evening with the awesome Lions of the Delta Dewitt Ledges. Had a great meal with good friends, and they shared some of the many service projects they have been working on.

On February 22, R2Z2 Zone Chair Kenny Kinsey and I joined the fantastic Bretton Woods Lions at their 70<sup>th</sup> Year of Service Celebration. The Delta Township supervisor Ken Fletcher presented them with a Tribute proclamation, and I presented them with a check from my home Durand Lions Club.

On February 23-24, Lions from all over our 11-C2 District attended the Lions of Michigan Forum in Kalamazoo. The Convention Committee (including our own PDG Karen Routson) did a fantastic job of preparing and executing a very well attended event. I believe around 240 Lions were there from around the State, and several Lions from out of State. PDG Brent Beracy was a seminar presenter for Servant Leadership, Lion Doug Klein was a seminar presenter for Social Media and Marketing, and PDG Traci Tribley was a seminar presenter for Lions Bear Lake Camp. Also in attendance were 4 recipients of the \$3000 each White Cane Scholarship, and folks from the Hope To Walk foundation (provides artificial legs for children and adults in impoverished Countries at \$250 each, a mere fraction of what it costs here in the U.S.) Approximately \$5000 was raised for Hope to Walk during the Forum. Friday night was a group service project, where over 160 blankets were cut/tied to be delivered to Sleep in Heavenly Peace, a non-profit that supplies twin size beds to needy folks around Michigan.

**Invite me to visit your club!** Best regards always, DG Ted

*Lion Ted Hamilton DG*

**FINAL CALL FOR CELEBRATION OF SERVICE RSVP'S**

The District 11-C2 Celebration of Service is March 8 and 9, 2024 at the Comstock Inn, Owosso. Friday March 8, we will be filling tote bags with toiletries and supplies for Safecenter. If your club is unable to bring the items that you signed up for on Friday night, please contact PDG Becky Hamilton after March 5 to arrange for her to pick your club's items up.

Saturday March 9, we will have a continental breakfast at 9:00am, followed by the Memorial Service at 10:00am. The business meeting will follow, and the Taco Bar Luncheon will start at noon. We will wrap up the day with awards to celebrate the exceptional service done by Lions of District 11-C2.

The deadline to RSVP for breakfast and/or lunch is March 1, 2024. Please call, email, or text DG Ted

**Durand Lions**



Durand Lion PDG Tracy Temple and the Durand Lions recently helped the Durand Senior Center acquire a storage shed for their recycling needs

**Around The District**



**March 31, 2024**

**Durand Lions 2**



Durand Lion 11-C2 District Governor Ted taking the plunge to help the Lions Bear Lake Camp Polar plunge fundraiser in February

## St Johns Lions

[St. Johns Easter Egg Hunt:](#) This annual event will be held at the City Park on Saturday, March 30, at 1:00 p.m. Lion Nancy Presockki is serving as chair. Activities will begin in the pavilion at 12:30. A lot of tasks are underway, but there is a lot more to do. A sign-up sheet to help the day of the event will be available at the February meeting. The event has been posted on social media and details can be found on the Lions Club Facebook page.

## Around The District



## Owosso Lions



Lions Sanda Martin, Randy Horton, Jody Sivyer, Ward Martin, CarolAnne Smith, Olivia Sivyer, and Donna Kanan

The Owosso Lions Club prepared and served a hot breakfast and sack lunch to people in need at St. John's Church (located in Owosso). The church organizes a free breakfast and sack lunch every Saturday. Anyone in the community can show up and receive a hot meal and fellowship, no questions asked. The church needs community partners to purchase, prepare, and serve the meals, and the Owosso Lions Club was happy to step up and help once again.

## DeWitt Lions



Lion George Walter, Wayne Lacy

Lion Tom Doyle introduced Mr Wayne Lacy from Shaymac Mortgage - A DeWitt company offering various types of mortgage loans. He also offers classes about handling credit for high school students. He said that At Shaymak Mortgage, we believe in giving back to the communities that have supported our journey. Our dedication to charity work is not just a corporate responsibility; it's a core part of our identity.

VP George Walter thanked Mr Wayne Lacy for his informative presentation and presented him with one of our DeWitt Breakfast Lions Club coffee mugs.



March 17, 2024

## Durand 3



Durand Lion PDG Bcky Hamilton helping 11-C2 Lions make blankets for Sleep in Heavenly Peace at the Lions of Michigan Forum in February

## Laingsburg Lions



Lion Rebekah and Red Thunder Robotics Teams

The Laingsburg Lions Club held their 2nd spaghetti dinner of 2024 on Feb. 20th.

The American Legion Post in Laingsburg was packed with eager participants and enjoy our spaghetti with meatballs dinner. We served 199 meals, another record turnout.



## Around The District



## Delta DeWitt Ledges Lions



District Governor Ted Hamilton made a visit to our February meeting and honored these Lions for their years of service.

Lion Vicki White - 40 years

Lion Wendy Mater - 40 years

Lion Ginny Balgoyen - 25 years

Lion Nancy Ristow - 10 years

\*Lion Vicki not pictured

## Charlotte Lions



Lions Dianne Barmes, Anne Goeme, Cristina Stuck, Lions Robert Phillips, Connie O'Neill

The Charlotte Lions Club purchased a new vacuum for the Charlotte Library. The Lions shopped local in Charlotte and bought local from Jim's Village Cycle shop in Charlotte. The Charlotte Lions Board of Directors presented the vacuum on January 16, 2024 to the community Library's Assistant Director and Director of Youth Services.

## Spring Begins



March 19, 2024

# The Easter Bunny is Coming...

## St. Johns Easter Egg Hunt

Saturday, March 30, 2024

1:00 p.m.

### St. Johns City Park

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

#### *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*

*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, March 30, 2024

11:30 a.m.–1:30 p.m.

St. Johns City Park

*No advance reservations required*

The Project KIDsight mobile testing facility will 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 Michigan Project 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.

For details about the program, visit [Project KidSight \(lmsf.net\)](http://ProjectKidSight(lmsf.net)).

*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](mailto:nanretired@yahoo.com)

**Lions 11C-2  
Celebration Of Service**



**Our Guest Speaker**

**International Director Lee Vrieze**  
from Jim Falls Wisconsin MD27-C2

**Friday/Saturday March 08-09 2024,**  
Comstock Inn and Conference Center  
300 E Main St Owosso MI 48867



# DISTRICT 11-C2 ANNUAL



## LIONS BEAR LAKE CAMP FUNDRAISER

### FRIDAY APRIL 5TH, 2024

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

## BINGO, SILENT AUCTIONS, RAFFLES

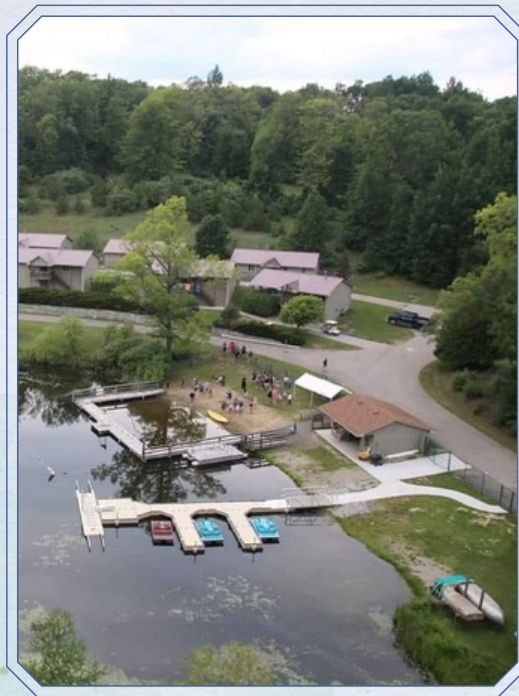
# COST \$15

**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 IPDG  
5283 E Cole Rd.  
Bancroft, MI 48414  
989-277-7437

**RSVP by March 30th, 2024  
with check & registration**

Lion Phyllis Blackburn  
12464 Madonna Ave.  
Lansing, MI 48917  
517-627-5203

**Club Name \_\_\_\_\_ Number Attending \_\_\_\_\_**

**Name of those attending \_\_\_\_\_**

**This event is sponsored by Lions of District 11-C2**

## 11-C2 GLT Report

Hello Lions and Hello March 2024!

In the leadership department I'd like to congratulate all of the district Lions who took part in this year's Michigan Lions Forum in Kalamazoo. Lions Doug Klein, Traci Tribley, and Brent Beracy all gave presentations that were very well received and our district forum chairpersons Lions Karen Routson and Kurt Stromlund. What a great weekend that was had by all who were in attendance. I personally saw Lions from Holt, Mason, St. John's, Durand, Bancroft, Owosso, Bretton Woods, and Hartland just to mention a few.

Learning opportunities coming this Spring:

- March 8-9 Celebration of Service, Owosso, MI
- March 17th, New member welcome and orientation, Bancroft 2-3:30 pm
- April 2024, ZOOM - Guiding Lion Training
- April 25th, District B-1 officer training, 5:30 - 8pm, Vandercook Lake High School 1000 E. Golf Ave, Jackson, MI 49203 Contact Lion Brent if interested in attending
- May 16-18th MD11-Convention Grand Rapids PROM NIGHT!
- Please contact your zone chairperson for personalized officer training for YOUR Club.

Sincerely,  
Lion Brent



# Mints For MILITARY

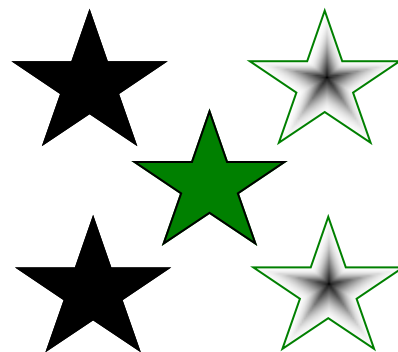


The Lions of Michigan Foundation is proud to recognize the brave men and women serving our nation in the United States military. We have Lion Mints Care Packages ready for distribution, but we need the names and addresses of more service men and women to recognize. Please help us by displaying and distributing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



Lions Clubs International  
**FOUNDATION**



NATIONAL KIDNEY  
FOUNDATION®  
of Michigan

## LIONS CLUBS OF MICHIGAN DEFENSE AGAINST DIABETES D.A.D. PROGRAM

This life changing & lifesaving program was developed to help people who:

- Are Pre-Diabetic
- Already have Type 2 Diabetes
- Want to learn more about how Diabetes can impact your life and the lives of loved ones.

Learn how to live longer, healthier lives with the information and tools provided by this program and your DAD Lifestyle Coach—Lion Carolyn Jennings.

- Lions of Michigan & L.C.I.F. is funding the DAD Program.
- Open to everyone in the state of Michigan regardless of what district you live in.
- You do not have to be a Lion’s Club member to attend.
- To register\* for the full 8-Week class → [click here](#)

Or Scan Here ↓



Each 1-hour class will meet **ON ZOOM** Thursdays at 6:30 p.m.

Session 1: Thursday March 7, 2024	Session 5: Thursday April 11, 2024
Session 2: Thursday March 14, 2024	Session 6: Thursday April 18, 2024
Session 3: Thursday March 21, 2024	Session 7: Thursday April 25, 2024
Session 4: Thursday April 4, 2024	Session 8: Thursday May 2, 2024

If you have any questions, please contact Ed Bohach 734-222-9800 X 2240 or [ebohach@nkfm.org](mailto:ebohach@nkfm.org)

\*You can also type [WWW.BIT.LY/NKFM-DAD](http://WWW.BIT.LY/NKFM-DAD) into your browser to register.

# Avoid PR Mistakes

by Lion Doug Klein, APR, CTA

In public relations, like with anything in life, mistakes are bound to happen. However, it's what you learn from those mistakes that is important. Some smaller mistakes can be avoided by being aware of best practices in PR and by learning what not to do when communicating with the media. Here are some top tips to help you avoid common PR mistakes.

Always be prepared. Whether it's for a media interview, sending out a media pitch, or just a regular day in your Lions Club, your need to be prepared for any PR opportunities that may arise. This involves having an appropriate spokesperson that has had media training and is ready to conduct media interviews on short notice.

Don't start PR activities too late. If you want media coverage for a particular event, project, or campaign, you need to start your PR activities well in advance. Many print magazines (yes, there are still some out there) start putting together their next issue three months before it is published. This means you will need to contact these journalists at least three months before your event or project.

Other factors can affect how fast you are able to gain media coverage for your event or project such as whether the journalist is available, how much space is available in the publication and whether the journalist is interested in your story. You may also need to leave some time to readjust your PR strategy if the current one is not producing the best results. A long-term approach to PR is then more effective.

Avoid sending out mass media pitches. Sending out a mass media release or media pitch to any and every journalist or publication is not a good PR tactic. A better tactic is to research the publications and key journalists who would be interested in your story.

For example, find out what topics the journalist normally covers, the audience of the publication and whether they would be interested in your story. You can then send your media release to these key journalists because it is relevant to them. This will give you a better chance of gaining a media opportunity and you won't annoy journalists with irrelevant media pitches.

Do your research. Before contacting a journalist, make sure you do your research and find out as much information about them as possible. You could be at risk of damaging your relationship with a journalist if you call them the wrong name, forget their publication or station name, don't know when their publication is published or the times of their broadcasts, or hassle them when they are on deadline.

Don't ignore social media. Social media is a great channel to help you directly communicate with your target audience and engage them in conversations. If you don't have a presence on social media, you could be missing out on many opportunities to build your brand awareness, attract new members to your Lions Club and create valuable relationships within your community.

Do have a PR strategy. A well-planned PR strategy will help you organize your PR activities and make strategic decisions on the best way to communicate. An effective PR strategy will help you to use the stories in your Lions Clubs to draw in your target audience as well as increase your profile and build awareness.

By implementing these tips, you can hopefully avoid some common PR mistakes. If you do make a mistake, manage the issue, learn from it, and then move on. Giving up or passing the job to someone else will not help you build up more effective leadership skills. Your Lions Club needs you!



*Lion Doug Klein regularly passes along tips to help your 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 and Marketing Chair, and MD11 State Public Relations 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 [douglein@wowway.com](mailto:douglein@wowway.com) or (517) 775-8601.*

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