



May 2025

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
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From the desk of the Governor



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

On April 4th our District held a fundraiser for Lions Bear Lake Camp and on April 22nd we held the last Cabinet Meeting for our Lions 2024-2025 year. Thanks to all who organized and participated. We have a few pictures of both events the event later in the newsletter.

As we approach the end of this Lion year, I am looking to finish up on club visits. Please be sure to report all service in the Portal before the end of

June. While are making excellent progress in reaching our fundraising goals, please continue to make your individual and club donations to our causes and foundation.

There are still a few more days to get registered for the State Convention and to participate in our new statewide membership challenge. Between now and May 16, each club in MD 11 has been asked to achieve a net-positive growth of three 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 Convention. I hope to see many of you in Bay City May 15-18 and at the International Convention in Orlando July 13-17. Information on both conventions is found later in this newsletter.

BTW -Neither Aleta nor I will ever ask you to send us gift cards or money in an e-mail or text. Watch out for scams!



Contents:

- Lions Club News from Around the District
- Upcoming Events
- Bear Lake Fundraiser
- Durand Cabinet Meeting
- 3 for Growth Michigan Melvin Jones Challenge
- Nonverbals in Interviews
- 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

IT'S AMAZING THE
NUMBER OF GREAT
PEOPLE IN OUR LIVES
THAT WE WOULDN'T
HAVE EVER MET IF IT
WASN'T FOR



LIONS



Owosso Lions Club

The Owosso Lions Club participated in a Culver's Share Night to raise money for Emma, a Byron High School student, to join the Michigan All State Band this summer. Emma (pictured third from left) joined the fun and helped the club serve food for the evening.

Around the District



Ovid Lions Club

It's white cane week! Ovid Lions Club is at Ovid's Village Food Pride until 3 and Dollar General until 2. Thank you to our Lions Club members who have volunteered and the community for their generous support!



St. Johns Lions Club

We are excited to announce the purchase of a 2013 Custom Concessions LT-18 Lee Trailer from the Ithaca Lions Club. The food trailer is at its new home at the recycling center and is available for members to see upon request. Please contact Lion Gloria Carnicom if you would like a tour. Lion Nancy Presocki is working with the Mid-Michigan District Health Department on a Transitory Food Unit and Mobile Food Establishment Plan Review to get the trailer licensed in time for the first Concert in the Park in June. We are offering corporate and personal sponsorship opportunities to help cover the cost of the new food trailer.



Laingsburg Lions Club

Laingsburg Lions had 10 members and 20 volunteers at their meeting on April 10th where 5700 Easter eggs were stuffed. Afterwards, all participants enjoyed turkey salad sliders and chips.



Holt Lions Club

On Thursday, April 3, 2025, the Holt Lions Club held its regular meeting. By the time the meeting started we had 27 & 1/4 people attending. We had several guests and more regular members.

After announcements and dinner, we started the induction ceremony for our newest (but one of our longest serving) members. We officially inducted Lion Sharon Foust as a new Lions Club member. Lion Sharon was involved with our Club while her husband Dick was a Lion and her daughter Kristin still is. Lion Sharon had her daughter Lion Kristen Butler, her granddaughter Tisha, her son-in-law Michael and the youngest family member Elliot, just 2 1/2 weeks old.

Welcoming her into Lions, Lion Ray Robins, PDG performed the short induction ceremony. Lion Dick was Lion Ray's sponsor into the Holt Club.



St. Johns Lions Club

Lions Cheryl Hickey & Kenny Kinsey were happy to serve during a busy day at the St. Johns Recycling Center on Earth Day 2025. Lions Gloria Carnicom, Kim Chapko, Lannie Fisher, and Duane Witter also were there assisting the recyclers and answering their questions. The team handed out recycling center informational flyers along with packets of flower seeds as a thank you to customers. Flyers read: Thank you for supporting the St. Johns Recycling Center. Please remember the center is owned and operated by the St. Johns Lions Club, a non-profit, and your donations are appreciated.

Around the District

Elsie Lions Club

This is a picture from right to left Elsie Lions President Lion Dennis Long presenting a \$500 check to Elsie American Legion Commander Brian Valentine and Legion/Lions member John Shipley. This will go toward the Elsie American Legion Hall roof replacement.



Hall of Fame Awards

District Governor Carl Cozart has announced the Hall of Fame inductees for 2025 for District 11-C2. Congratulations to Vermontville Lions Club's PDG Gene Fisher and Bath Township Lions Club's PDG Brian Shepard. An induction ceremony will be held in August.



DeWitt Lions Club

Jessica Tramontana, Consumers Energy PR, spoke at a recent meeting of her background and her job with Consumers Energy investing money across the state that includes \$3.7 million for Clinton County. She also spoke about storm damage recovery efforts and the 55 mile Mid-Michigan pipeline. She is also a member of the Clinton County Transit Board. Vice President Jim Rundborg thanked Jessica Tramontana for the informative information and presented her with a famed DeWitt Breakfast Lions Club coffee cup.

In other business, Lion Becky Hamilton PDG presented the den a Certificate of Appreciation for donating 2930 glasses during FY 2024-2025.

**Around the
District**

Around the District



Laingsburg Lions Club

The Laingsburg Lions Club held their annual Easter Egg hunt on Saturday, April 19th. We estimate a crowd of 260 kids took part in finding the 5700 eggs our volunteers hid on the grounds of McClintock Park in Laingsburg.



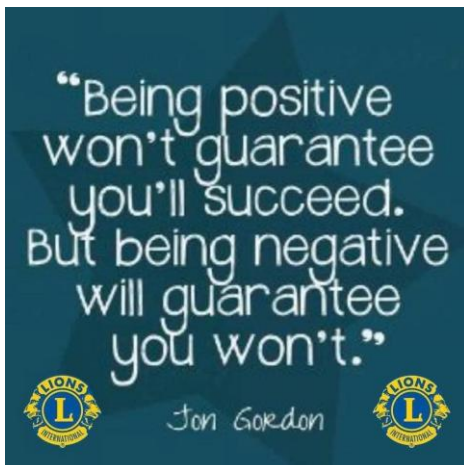
Bath Township Lions Club

Our Annual White Cane Drive has started. Club Members were out in front of Spags this weekend and next. 100 Percent of funds raised goes back to serving those in need.



Charlotte Lions Club

The Charlotte Lions Club celebrated several members' 50 plus years of service with the Charlotte Lions Club at their monthly meeting on March 12, 2025 at the Charlotte Community Library. Lion Robert Phillips and Lion Scott McDonald received a Certificate of Appreciation for the over 50 years of service. The certificates were presented by DG Carl Cozart and Zone Chair Chuck Vasilion. Lion Charlie Green also received a Certificate via mail as he was unable to attend the meeting. A crock pot meal was provided by Lion John Messner and cookies and treats by Lion Connie O'Neill. Picture: from left to right: Scott McDonald and Chuck Vasilion, Robert Phillips and DG Carl Cozart.





Bretton Woods Lions Club

Lion Curtis Sonnenberg was out at Broadbent QD/Mobil west of Lansing serving a couple hours during our Annual White Cane fundraiser. He had the pleasure of interacting with so many donors who dropped their hard-earned \$s & change into his donation bucket. Many Lions met many folks younger, older, kids, guys, gals. They see Lions and they like what we do & trust us. Also made a couple friends & thanked vets & uniformed military for their service as well as for their donations. And small world as it is, our Lions Club's friend & contact Marcus Kirkpatrick, Parks & Rec Director for Delta Twp Admin (where we meet bi-monthly) stopped by.



Around the District



Owosso Lions Club

We are excited to announce the winner for our 2025 Books For Teachers is Kristina Wyatt! Kristina teaches 3rd grade at Elsa Meyer Elementary School in Corunna. "She makes learning very FUN! She goes above and beyond for every single one of her students and their family....Every child deserves to have a teacher like Kristina Wyatt. She is most definitely changing the world one student at a time!" Congratulations Kristina Wyatt!

Nominate a teacher to win \$50 to spend on books for their classroom!

Contest open to teachers in Owosso and Corunna.

More information can be found on the Owosso Lions Club Facebook page or by emailing questions to OwossoLions@gmail.com.

Nomination deadline March 31, 2025.

#WeServe Owosso Lions Club #KindnessMatters

Books for Teachers

Teacher Appreciation 2025



Charlotte Lions Club

On March 27, 2025, the following Charlotte Lions toured the Helping Hands Food Bank in Charlotte: Lions Connie O'Neill, Kathryn Conrad, Dianne Barmes, and John Messner. The Director of the Food Bank, Amanda Thompson, provided an enlightening tour of the facility with many startling facts about the needs of the community. This food bank provided food to over 23 counties last year. The Lions saw trucks being unloaded and numerous volunteers filling orders for the clients. The Lions also jumped in to assist with the filling of orders. Picture: from left to right—John Messner, Kathryn Conrad, Dianne Barmes, Connie O'Neill, and Director Amanda Thompson.



St. Johns Lions Club

The St. Johns Lions Club's annual White Cane Sale was a success. Our team was at Kroger and Walmart for three days collecting donations for this fundraising campaign that helps community members with eyesight, hearing, and other needs. Along the way, we chatted with old friends and met many new ones who generously donated. It is especially heartwarming to witness some people make donations in memory of loved ones. We live in a great community.

Thank you to the residents of St. Johns and surrounding areas for your support. Special thanks to Kroger and Walmart for championing our club's efforts. And thank you to the following Lions Club members who selflessly gave of their time: Lions Laurie Blackmer, LuAnn Cannell, Gloria Carnicom (project lead), Kim Chapko, Pam Drury, Lannie Fisher, Carrie & Dean Hartenburg, Cheryl Hickey, Bob Jansen, Kenny Kinsey, Nancy Presocki, John & Sue Triantaflos, Duane & Marilyn Witter.



Around the District

Around the District



Bretton Woods Lions Club

The Greater Lansing Food Bank, a community institution with a critical mission serving Ingham, Eaton, Clinton, Isabella, Shiawassee, Clare & Gratiot Counties - CEO Michelle Lantz gave our Bretton Woods Lions Club a guided tour of this giant facility while explaining its operations & the importance of the volunteers that help run it. Behind us is a mural in progress

St. Johns Lions Club

Another great St. Johns Lions Club meeting ;last month at Main Street Cafe with 18 people in attendance including two guests. District Governor Carl Cozart was there to present a certificate of recognition from Lions Clubs International to Lion Gloria Carnicom to acknowledge her impact as a new voice in the area of marketing. He also had the privilege of inducting Bonnie Smith as a new member, bringing the club's membership to 28.

Bonnie is a long-time resident of the St. Johns community. She is a graduate of St. Johns High School and is employed as a referral clerk at Clinton County RESA. She has attended Lansing Community College and is a member of Pilgrim Global Methodist Church. Bonnie decided to join the Lions Club because she enjoys helping people and making others smile. Lion Dean Hartenburg sponsored her as a new member. Welcome Lion Bonnie!



Bancroft Lioness Lions Club

The Bancroft Lioness Lions Club (with the help of some Shiawassee Leos, the Durand Railroad Royalty of 2024, and community members) filled 6000 Easter eggs on April 13. The annual hunt and visit with the Easter Bunny was held on Saturday, April 19. It was a cloudy and breezy day, but kids of all ages enjoyed coming out, hunting eggs, and getting their picture taken with the Easter Bunny.

We also received assistance from District Governor Carl Cozart during the hunt. We also had a co-sponsor, Accurate HVAC of Bancroft. They provided six gift cards, two for each age group, valued at \$50 each.



Around the District

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



St. Johns Lions Club

A great big thank you to the members and families of Cub Scout Pack 516 in St. Johns who were at the city park early to clean up around the pavilion and egg patch areas for the annual Easter Egg Hunt. They finished just before the thunderstorm hit. Led by committee chair Trish Hehrer, the Cub Scout Pack worked with St. Johns Parks and Recreation on this project. Great job team!



St. Johns Lions Club Easter Egg Hunt Thank you!



The 2025 St. Johns Easter Egg Hunt is over, and it was another successful year. Hundreds of children attended to hunt for the nearly 5,000 eggs placed in the egg patch site by our dedicated volunteers. This event would not have been possible without the support of City of St. Johns officials who allowed us to use the city park, financial sponsors, and numerous other contributors identified below.

The Lions KID sight mobile unit team was there too and screened 30 children.

Thank you to the many children, parents, and grandparents who took the time to participate.

Gold Financial Sponsor

DeWitt Meijer

Bronze Financial Sponsors

Agro Liquid
American Legion Post 153
Andy T's
Central MI Tool & Equip.
Chasco Plumbing
Knights of Columbus
Martin Brower
SJ Business & Tax Service

Event Volunteers

Bendele Family (Easter Bunny)
Boy Scouts Troop 72 (setup)
Cub Scout Pack 516 (park clean up)
Lion Lloyd Kilbreath (KID sight coordinator)
Lansing Capital Lioness Lions Club (KID sight)
Lyons-Muir Lions Club (cornhole game)
Krysta Robbennolt (face painter)
Sharon Shutes (face painter)
St. Johns High School Students (setup)
Young Chevrolet of St. Johns (sign placement)

Other Financial Sponsors

Allaby & Brewbaker Ins.
Appearances
Avery Eye Care
Back Alley Pet Grooming
Butler Financial Group
GreenStone Farm Credit
Master's Auto Wash
Spicer Financial Group
Uncle John's Cider Mill

Coupons/Sports Equipment & Toy Prizes

Cancun Mexican Grill
Hub Tire
McDonald's
Darryl & Rose Schmitz



Ariel



Addison



Samuel



Ethan

Please recycle your Easter Eggs by dropping them off at the Lions Recycling Center located at 605 N. Swegles in St. Johns.
(Box located inside newspaper/white paper recycling building)
Photos are the 2025 winners of the Easter Egg Hunt gift baskets

Around the District

OID LIONS CLUB

SPRING SPRUCE-UP IN OVID

Join us, along with the student led Marauder Athletic Council as we spruce up the park!

**SUNDAY, MAY 4TH
11:00 AM TO 2:00 PM
MEET AT GUMAER PARK**

Want to help clean up the City?
It's our 5th annual spring spruce-up and this year we will be raking, picking up sticks, pulling weeds, and spreading mulch at Gumaer Park. Please bring a rake if possible.
Lunch will be provided to all volunteers.

To sign up or for more information please contact
Holly at 989-666-2215 or allsmileshkh@aol.com.

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!**

LIONS INTERNATIONAL

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. Heribson Rd. DeWitt, MI 49820
(517) 668-6188 | culvers.com/restaurants/dewitt-mi-heribson

Culver's
HAMBURGERS & FRESH CUTLERS



LAINGSBURG LIONS CLUB CHICKEN DINNER

Saturday, May 10, 2025

Laingsburg Early Childhood Education Center
320 E. Grand River Rd, Laingsburg, MI 48848
This is Drive Thru only from 12 noon - 4:00 pm

Please pre-order by May 6th by scanning the QR code at right and complete our form!

\$15 per dinner

Dinner includes: Chicken (BBQ or Plain), Baked Potato, Coleslaw, Green Beans, Roll and Dessert



Durand Lions Club Raffle \$10 each

1st Prize:
Riverside Market Durand food cards **(\$600 Value)**

2nd Prize: Owl wood carving **(\$350 Value)**
Approx. 3 foot tall chainsaw carved by Durand Railroader Days Wood Carver Ken Buggia

3rd Prize: \$200 Durand Meat Processing meat package.
(Available for pick-up after June 1)





Only 600 tickets will be sold, drawing to be held on May 18, 2025 in the Graff Event Tent. Need not be present to win.

Lic # R79466



Ronald McDonald House of Lansing sends their thanks to the Lansing Capital Lioness Lions Club dinner workers

April 4, 2025 District 11-C2 Fundraiser in Grand Ledge for Lions Bear Lake Camp



April 22, 2025 District 11-C2 Cabinet Meeting at Dutch Hollow in Durand





https://www.gofundme.com/f/support-avas-us-deafswim-olympics-in-tokyo-this-november?lid=avktw0sav8sh&utm_source=product&utm_medium=email&utm_campaign=TXN_donation_receipt_adyen_tip&utm_content=internal



At our last District Cabinet Meeting we were asked to support Ava's USA Deaf Swim Olympics Competition Trip to Tokyo this November.

Ava attended Lions Bear Lake Camp for many years. Our District 11-C2 responded to her need by donating \$500 to her cause. Many other Lions have contributed individually. Use the URL and QR code ABAOVE to access Ava's Go Fund Me page. Here's Ava's story:

Hello!

My name is Ava Pruden. I am 16 years old. I was two months old when my family found out about my hearing loss in both of my ears. At just three months old, I was fitted for hearing aids and have worn hearing aids ever since. Living with hearing loss and wearing hearing aids has always been part of my life and who I am. To me, I was just like any other kid. I never saw myself as different from a kid with normal hearing. I went to a Deaf & Hard of Hearing preschool and kindergarten and have made lifelong friends.

I mainstreamed to my elementary school and made friends and did everything else a little kid would do. I was so happy and enjoying my life to the fullest.

At the age of 5, my mom signed me up for a summer swim team at Beachwood Swim club. I was the only swimmer who had hearing loss on the entire team besides my twin brother. On the first day of practice, I was nervous but also excited at the same time.

Swim team was something that I had never done before. I found it challenging and super hard to hear my coaches and understand what they were telling us to do. I persisted and didn't give up by speaking up and advocating if I could not hear. When I was in 6th grade, I started swimming for Atlantis Swim Club in the winter and spring along with the summer team. I had begun to improve a lot and wanted to get faster.

Fast forward to 9th grade, I began high school swimming at Seaholm High School in Birmingham Michigan. High School swimming was nothing like anything I had ever done before. My High School Swim Coach chooses the best swimmers to swim in the morning before school. I advocated and pushed myself to be a member of the morning swim crew. I swim before school and after school during swim season in high school. The rigorous training 6 days a week allowed me to push myself and take my swimming to a new level.

I applied to be a member of USA Deaf Swimming and found out recently that I made the USA Deaf Olympic team and would have a chance to swim in Tokyo against other Deaf/Hard of Hearing Athletes from around the world this November 2025. This is an amazing opportunity to me because I would go from being one of the only Deaf/Hard of Hearing swimmer on my teams to swimming with people who are just like me.

The Deaf Olympics are a way for me to unite with swimmers from all over the United States & World! It gives me a sense of comfort knowing I am not the only swimmer who has hearing loss. My desire & dream to become a member of Team USA has become a reality!

Being the only hard of hearing swimmer on my swim teams has made me strive to overcome adversity as it is difficult not being able to hear my coaches & teammates since I can't wear my hearing aids in the water. Overtime, I found ways to figure it out, which is always advocating for myself, persevering, being resilient and never giving up.

I am so honored and proud to be a member of the the United States Deaf Olympic Swim Team this November in Tokyo, Japan. I appreciate your support. I am extremely thankful to my Family, Coaches & Friends for always being there to encourage & support me. Your support will enable to me and my twin brother Joseph (who also is hearing impaired & wears hearing aids) and my Mom to experience this amazing opportunity.

Much thanks, Ava. GO TEAM USA!



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



Golf for Good

THE EVERSIGHT VISION CLASSIC

May 22–June 12



All ages and skill levels • Foursomes or on your own
GOLF ANYWHERE, ANYTIME — AND SUPPORT THE GIFT OF SIGHT!

How to Golf for Good!

1. Register to golf for good and support the gift of sight before May 2, 2025 to receive your welcome package including instructions, scorecard, golf ball sleeve and exclusive Eversight golf gear.

2. Golf anywhere, anytime between May 22–June 12 and email a photo of your scorecard to philanthropy@eversightvision.org or submit your scores at keepthescore.com (see QR code below) Golfers are responsible for course fees at their course of choice.

3. Follow these rules for competitive golf:

The outing will be best ball. To allow us to accurately award top score, please: golf at an 18-hole course with course rating of 70.0 or higher and slope rating of 120 or greater. Ratings are typically available on the golf course website or scorecard. **For non-competitive golfers:** Golf at any course, individually or as a foursome and complete 9 or 18 holes.

4. Join Eversight virtually on June 14 to celebrate the gift of sight, recognize top golfers, and best dressed contest winners. Prizes for competitive and non-competitive golfers will be awarded.

Other ways to participate

For everyone — online auction!

- Bid to win during the Golf for Good! Online Silent Auction June 6–14 to support Eversight charitable programs.
- Or, support Eversight with your tax-deductible gift Help us reach our online auction goal of \$3,000 to cover the cost of recovering and preparing a cornea transplant.

Become a sponsor!

- Confirm your sponsorships no later than May 2 to support a world without blindness.



Questions?

Contact Amanda Frederick at:
afrederick@eversightvision.org or
(800) 247-7250 ext. 2616



Scan to
view
scoreboard



@eversightvision | #golfforgood

Donations are tax-deductible as provided by law (Tax ID# 38-2117115).

Sponsorships

Learn more about your sponsorship benefits at eversightgolf.givesmart.com

☐ Gift of Sight Sponsor (\$5,000)

- 8 paid registrants - complimentary course scheduling
 - Logo placement on welcome letter
 - Listing on event website and online auction featured in prominent location
 - Recognition on Eversight social media
 - Opportunity to name a course hole on the scorecard
- *\$4,408 tax deductible; course fees included

☐ Scorecard Sponsor (\$2,000)

- 4 paid registrants to Golf for Good!
 - Logo on scorecard
 - Listing on event website
 - Opportunity to name a course hole on the scorecard
- *\$1,944 tax deductible; course fees not included

☐ 20/20 Sponsor (\$1,000)

- 4 paid registrants to Golf for Good!
 - Listing on event website
- *\$944 tax deductible; course fees not included

☐ Online Auction Sponsor (\$750)

- Logo on the auction website
 - Link to sponsor's website of choice on auction page
 - Advertise to email list-serv of 10,000+
 - Listing on event website
- *\$750 tax deductible

☐ Awards Sponsor (\$150)

- Special recognition at the awards ceremony
 - Listing on event website
- *\$150 tax deductible

Register today!

Register by May 2 using the form below or register online at eversightgolf.givesmart.com for your welcome package including instructions, scorecard, golf ball sleeve and exclusive Eversight gear.

I want to Golf for Good! My information, including \$50 registration for each golfer who will participate, is below.

☐ I am golfing on a competitive foursome

☐ I am golfing individually/not taking part in the competition

1. Name _____

Phone _____ Email _____

Mailing address _____

2. Name _____

Phone _____ Email _____

Mailing address _____

3. Name _____

Phone _____ Email _____

Mailing address _____

4. Name _____

Phone _____ Email _____

Mailing address _____

☐ Team Name _____

☐ Registration fee/s enclosed (# of golfers listed above x \$50) \$ _____

☐ I would like to make a donation of \$ _____

I want to sponsor! My information is below.

Sponsor name as it should appear in event publicity _____

Sponsorship level _____ Primary contact name _____

Mailing address _____

Phone _____ Email _____

Payment

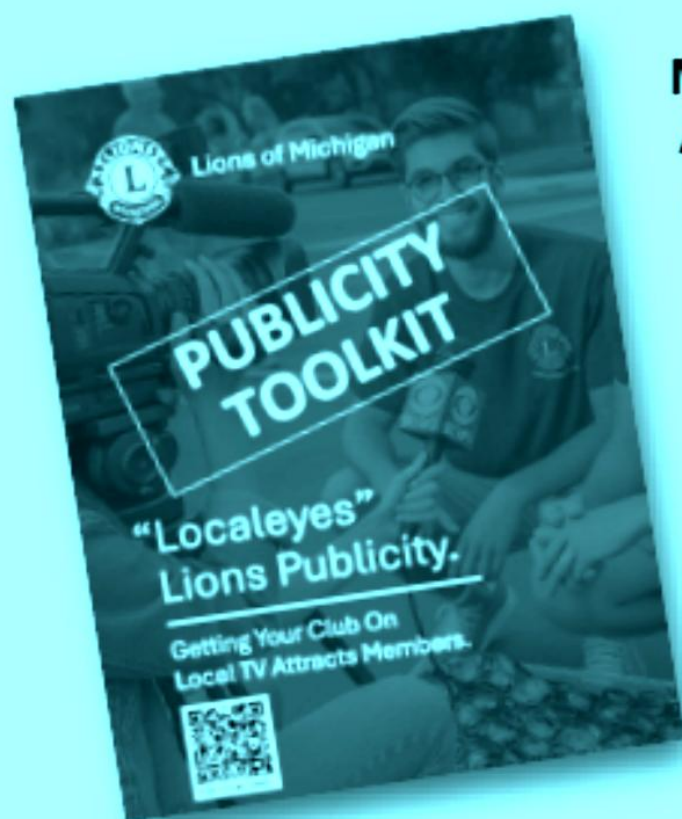
☐ Check amount enclosed (Please make check payable to Eversight)

\$ _____

All gifts to Eversight are tax-deductible to the full extent of the law (Tax ID# 38-2117115). The portion of your contribution that may be tax-deductible is limited to the excess of the fair market value of goods or services received associated with the Golf for Good! event. Due to the charitable purpose of this event, there are no refunds.

Return form to:

Email: philanthropy@eversightvision.org or by mail to: Eversight,
Attention: Amanda Frederick, 3985 Research Park Drive, Ann Arbor, MI 48108



**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:

- o 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**.
- o 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

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!



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

AMOUNT

_____ Thursday Picnic @ \$15.00, May 17, 2025	\$ _____
_____ Thursday Bus Trip to Krzysiak's Polish Rest.	\$ _____ -0- _____
_____ 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	\$ _____

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

Saturday, May 17, 2025

2:00 – 4:00 p.m.

Dandy Lion

Community Service Event

**DoubleTree by Hilton Bay City
Riverfront (outside lawn) at
1 Wenonah Park Place, Bay City, MI**



The Lions of Michigan Convention invites all our member clubs and districts to join with state and local nonprofit services and participate in our Dandy Lion Community Service Event. This is a free outdoor booth show that will take place on Saturday, May 17, from 2:00-4:00 p.m., on the riverside lawn of the DoubleTree Hotel. There is no charge to exhibit at or to attend this family-friendly fun event.

This special gathering is part of the Lions of Michigan annual state convention, hosted at the DoubleTree Hotel in Bay City on May 15-17, 2025. However, the two-hour event on Saturday afternoon is not just for Lions Club members from across the state, but also for all residents of the Bay City area. Local community service organizations will showcase their local missions, connect with fellow changemakers, and engage with the Lions and Bay City community. Join us for an exciting afternoon of impact, collaboration, and outreach.

“The Dandy Lion event is all about celebrating service and strengthening community partnerships,” says Lion Doug Klein, public information chair for Lions of Michigan. “We invite organizations of all sizes to join us in making a difference in this event free to exhibitors and attendees alike.”

Sign up for the Dandy Lion Community Service Event to showcase your work to others in a dynamic outdoor setting. Our indoor convention exhibitors may choose to participate also. There is separate information on becoming an exhibitor at the multi-day convention.

You must provide your own canopy, chairs, tables, and displays for the event. To showcase your club, district, or organization and reserve your spot, contact Wendy Burns, Executive Director, Lions Clubs of Michigan, at: wburns@lionsofmi.com or call 517-887-6640 ext. 103.



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

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

Name

Membership Number

Amount

Or

Club/District Name

Club Identification Number

Amount

Saturday Celebration \$100 donation. Please credit the following P/MJF account(s).



Name

Membership Number

Amount

Or

Club/District Name

Club Identification Number

Amount

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.



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/MVJbGJhZ2EoxHv7w6>



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

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 jfisch10@emich.edu 810-245-0726

LIONS BEAR LAKE CAMP

Spring Workbee

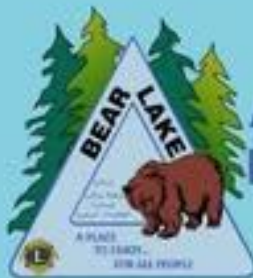
May 10th, 2025

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 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:

To Register Online
Scan QR Code

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



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)*****

**LEARN
GROW
LEAD**

ATLANTIC CITY, NJ
SEPT. 18-20, 2025



THE ATLANTIC CITY SPROUT & SHOUT

*The Latest News & Information for the
2025 USA/Canada Lions Leadership Forum*

APRIL 30, 2025

DISCOVER LEARNING OPPORTUNITIES AT THE ATLANTIC CITY FORUM!

MARK MANSELL, EDUCATION CO-CHAIR

Lions and Leos, get ready to embark on an unforgettable journey of growth, leadership, and inspiration at the 2025 USA/Canada Lions Leadership Forum in Atlantic City! Once again, the Forum is your gateway to countless learning opportunities, equipping you with the tools and insights needed to strengthen your clubs, lead with impact, and serve your communities better than ever.

This year's forum offers a dynamic selection of seminars tailored to empower every attendee—whether you're a new member, an aspiring leader, or a seasoned Lion looking to take your service to the next level. Here's a glimpse at some of the incredible seminar topics we are planning for you when you arrive on the Jersey shore in September:

SERVICE: LEAD WITH THE HEART

Service lies at the core of our Lions history and mission. Come learn, grow, and be inspired through seminars like:

- *Harvesting Hope: Serving Communities Through Gleaning Initiatives*
- *Mental Health and Aging: How Lions Clubs Can Offer Support*
- *Urban Farming: Transforming Communities and Empowering Youth*
- *Leading with Service: Making a Lasting Impact*

Learn innovative ways to make a difference while strengthening your community connections.

MEMBERSHIP: UNLOCK THE KEYS TO GROWTH

Explore creative and effective strategies to grow your Lions Club with seminars such as:

- *Attracting New Members: Creative Recruitment Strategies*
- *Harvest What You Sow: Sharing the Gift of Lions is Everyone's Job*
- *Families Serving Together: Strengthening Bonds Through Lions Club Service*
- *Future-Proofing Your Lions Club: Preparing for Generational Changes*

Learn how to retain members, recruit specialty audiences, and ensure your club thrives in a changing world.

LEADERSHIP: INSPIRE AND EMPOWER

Leadership is the backbone of every successful club. These seminars will help you hone your skills and guide your team to new heights:

- *Dealing with Resistance to Change: Strategies for Club Leaders*
- *The Power of Play: Bringing Fun to Leadership*
- *Succession Planning: Preparing the Next Generation of Lions Leaders*

CONTINUED ON NEXT PAGE

The Power of Storytelling to Inspire Action

Whether you're a first-timer or a veteran leader, these sessions will energize your approach to leading with service.

MARKETING: AMPLIFY YOUR IMPACT

Make your service projects and events stand out with expert marketing insights. Don't miss:

- *Boosting Service Visibility: Marketing Strategies for Traditional Lions Clubs*
- *Marketing on a Dime: Leveraging Free Tools for Big Impact*
- *DIY Video Marketing: Creating Impactful Videos with Free Apps*
- *Marketing to Be Noticed, Not Just Seen*

Discover how to tell your story, attract attention, and maximize your club's visibility— even on a budget!

LEOS AND YOUNG LIONS: LEADING INTO THE FUTURE

Leos are making the future today. Learn from and with them at seminars such as:

- *Showcasing Leo Service: Inspiring Impact*
- *Bridging the Gap: Empowering Young Lions to Lead*
- *Leo Advisors: Strengthening Collaboration and Service*
- *Leo Voices: What Drives Us*

Shouldering up with Leos and Young Lions is transformative. These sessions are for all Leos and Lions so come and be inspired!

TECHNOLOGY: EMBRACE THE FUTURE

Stay ahead of the curve with seminars designed to enhance your tech-savviness, including:

- *AI: How to Transform Membership Growth and Marketing*
- *Building a Free Website for Your Club - Not Your Grandfather's E-Clubhouse*

Preventing Cybercrime: How to Recognize and Avoid Scams

- Lions Portal – Q & A

From artificial intelligence to app-building, these sessions will empower you to use technology effectively and safely.

LCIF: PARTNERING FOR IMPACT

Dive deeper into the life-changing work of the Lions Clubs International Foundation (LCIF). Sessions include:

- *How to Apply for an LCIF Grant: A Step-by- Step Guide*
- *LCIF Impact*
- *Fundraising with a Twist: Fun & Impactful Ideas*
- *Zumba - Lions in Motion (Fundraiser for LCIF)*

Discover how LCIF can help you amplify your club's service efforts worldwide.

With nearly 100 engaging seminars on the schedule, the Atlantic City Forum is your chance to learn, network, and be inspired by Lions from across the U.S., Canada, and the world. Whether your focus is membership growth, leadership development, marketing, or innovative service projects, there's something here for everyone.

Don't miss out on this incredible opportunity to transform your club and yourself! Register today and join us in Atlantic City to chart the future of Lionism. Together, we can achieve even greater heights of service and impact.



**Forum Registration Increases
June 1**

www.lionsforum.org/register



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!

Nonverbals Improve TV Interviews

by Lion Doug Klein, APR, CTA

There are many tips we can share about what to say in a media interview. However, messages are also broadcast through body language, such as movements, eye contact, vocal tone, and gestures. Visual impressions enhance the effectiveness of your words. What follows are media training tips that will help you to reinforce your verbal messages.

Audiences are better able to remember, receive, retain, and retrieve your messages when there is an authentic connection between actions and words. It is a good idea to learn how to effectively employ body language. Such a skill is particularly useful for on-air interviews, but it will work with any media.

Along with your physical presence, clothing and cosmetic choices influence how the audience perceives you. Simply put: your outward appearance is another “support” to your main message. Even simpler: Content should drive attire.

Dress appropriately. If your audience expects to be able to easily identify you as a Lion, wear your Lions gear. At a minimum, always wear your Lions pin. Realize however that pins are often too small to be seen on TV. For television, avoid pinstripes, white shirts, loud prints, and too much jewelry.

Going beyond appearance, you need to be exuding engagement and warmth. Many spokespersons think they must bury their most engaging traits to emerge as an “official” or “credible” spokesperson. Why would anyone bury the qualities that are most likely to draw people to them? Engaging and compelling communicators, who share their passions and beliefs in a natural and authentic manner, will connect with audiences. Be conversational.

Smile. Let the reporter see that you enjoy being a Lion and pump up your energy. Many people tend to overestimate the energy they’re projecting. Often, people don’t start looking their best until they feel as if they’ve gone too far. To gauge the energy level that’s right for you, take a few videos of yourself while speaking. Use your regular delivery for the first take, a slightly more energetic version for the second, and an “over-the-top” delivery for the third. You may discover that the third take is not “over-the-top” at all, but, rather, the best version of you when it comes to interviews.

Voices are important instruments in conveying messages. Emotional stories or tragic statistics are whispered. A key point arrives loud and clear. A dramatic story unfolds with a quickening pace. Whether you are talking on television, conducting a phone interview, or speaking as a guest on a radio show, your volume, pace, and tone are additional cues for the reporter and audience.

One way to draw additional attention to your message is to alter your volume and pace just before you deliver it. If you tend to speak energetically, slow down as you reach your main point (the change of pattern will attract attention). If your conversational style is slower and softer, increase your pace when leading up to your message.

(continued)

Employing over 50 percent eye contact might seem to be another way of saying “staring contest.” However, having lots of eye contact is recommended when it comes to media interviews. I personally struggle with achieving enough eye contact. When I normally speak, my eyes tend to wander as I try to access information from my brain — where I look seems to be depending on what I am trying to retrieve. My interviewer is sometimes distracted by my furtive glances and probably wondering what I am looking at way over there.

In the context of a media interview, the lack of eye contact can signal unease or nervousness at best, evasiveness or defensiveness at worst. Here are two ways I’m working on to make this work better for me:

Before the interview, I go over my main points and any supporting facts until I have internalized them. Doing so reduces the amount of time I must take to look away and “download” information when I’m live on camera. I do not memorize, however. Often, people sound robotic if they have something memorized word-for-word.

The second trick is great for a pre-recorded video interview. If the interview isn’t live, I pause for a few seconds before answering a question, which allows me to access the information I need before I begin speaking.

Your goal during a media interview is to appear as natural on camera as you are in person, and almost everyone gestures naturally when they speak. Gesturing enhances the impact of your words. Several studies have found that gestures not only increase the effectiveness of your speech (just try giving directions with your arms pinned to your side) but can also increase the perceived credibility of your message. When your words and the way they’re expressed are aligned, the two channels send a consistent message.

Words often get better the more we incorporate natural gestures into our delivery. Avoid clasping your hands, crossing your arms, placing your hands behind your back, and hiding both hands in your pockets. Instead, nest your hands within one another and place them on your lap, if seated, and by your navel if standing. This leaves you free to gesture. But be careful that expansive gestures don’t make you look like someone has cut off your arms. Keep gestures tight.



regularly passes along tips to help your Lions Club sharpen its public relations and marketing efforts. He has been a member of the Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, business, and marketing. He is currently serving as Mason Lions Club Secretary, District 11-C2 Public Relations Chair, and Information Chair and Marketing Chair. A member of the Public Relations Society of America since 1983, he has held their designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's Mary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at (517) 775-8601 or at [redacted].net by email.
