



October 2024

Lions District 11-C2 Newsletter

Editor: Lion Doug Klein
dougklein@usa.net



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

From the desk of the Governor



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

We all are now in full swing this Lions year. I'm looking forward to visiting more of our clubs and hearing about all your service projects. Please reach out if you would like for me to come visit your club. Also, be sure to report all service projects on the Lions Portal.

Please note that there is now a new Facebook Group called [Michigan Lions Club Events](#) -- a statewide public Facebook Group with about 240 members.

Please submit to [Michigan Lions Club Events](#) any posters or notices about your fundraising and service project events that are open to other Lions and the public.

This supplements our own [Lions of Michigan District 11-C2](#)

Facebook Page with about 522 followers where we talk about anything related to Lions. That's

where we also share items that may also show up in our monthly District newsletter. Similarly, there is a [Lions Who Live In Michigan \(Official Group of MD 11 & SD 10\)](#) which is a statewide public Facebook Group with about 890 members that allows only Lions in Michigan to join.



Check out Lion Doug Klein's PRF/Marketing article at the end of this month's newsletter where he repeats a previous column about using Facebook. Invite your members, friends and family to participate in the Facebook groups and pages that are public facing. By increasing visibility and communication, we can attract (and then ask) more people to join our clubs to enable us to do more for our communities. Keep working on our Mission 1.5 goals!

Contents:

- Around the District Pages
- Cabinet Meetings
- IPDG Hamilton
Appreciation Photos
- Leadership Institute
- Eversight Tour
- Facebook Page or Group?
- 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

Michigan Lions share your upcoming events and invite your friends!

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



Around The District



Grand Ledge Lions Club

The Grand Ledge Lions President Chuck Wriska recently presented District Governor Carl Cozart with this beautiful carved keepsake.



St. Johns Lions Club

On September 28th, eleven members of the St. Johns Lions Club attended a fundraiser hosted by the St. Monica Ladies Auxiliary at Columbian Hall. The Free Shrugs Improv “clean comedy” show was hilarious and well attended.

Kudos to ladies auxiliary members Lions Dawn Lawless and Gwyn Jansen for their leadership in coordinating this fundraiser.

Lions Club food trailer volunteer extraordinaire Robin Scheffler, who was celebrating her birthday, became a member of the improv cast for one of the scenes.



Mason Lions Club

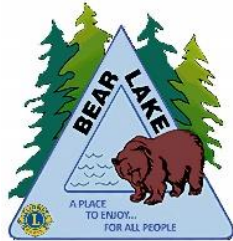
Mason area folks brought their old eyeglasses and hearing aids for recycling (and picked up free plastic bags to help them do so later) at the Mason Lions Club booth at the Down Home Days Courthouse Show on Saturday, September 21, 2024 from 9:00 a.m. to 3:00 p.m. Lion partners Tracy Temple and Kay Olson represented state-wide cause Eversight. PDG Karen Routson represented both Leaders Dogs for the Blind and the Mason Lions. Also representing the Mason Lions were Jeff Routson, Jenni Jordan, Jeff VanEenaam, and Doug Klein.





Lions Bear Lake Camp

Lions Bear Lake Camp hosted a group of Lions leaders from throughout the state on Friday and Saturday, September 13 & 14, 2024. The leaders learned all about the camp near Lapeer, MI and what they do there. They have amazing staff doing amazing things with the low/no vision kids and others who go there. Plan to visit someday soon!



Around The District



St. Johns Lions Club

On September 21st, the St. Johns Lions Club completed its third and final Adopt-A-Highway roadside cleanup for 2024. They focused on the north end of Business 27. Unfortunately, they chose a day with a dense fog advisory causing wet grass and slippery embankments.

A five-member team started at 8:00 a.m. and picked up nine large bags of trash along with other debris too big to fit in the bags. They finished by 9:45 a.m. Many thanks to our hard-working volunteers: (L-R) Lions Dean Hartenburg, Laurie Blackmer, Jeff Cannell, Gloria Carnicom, and Lannie Fisher the program coordinator.



Hartland Lions Club

PDG Traci Cowles-Tribley eating dinner at the club's fundraiser at Hartland Brewing Company on Sunday, September 22nd -- with PDG Kurt Stromlund and six other great Lions friends.



Lions University Graduation 2024

District 11-C2 Zone Chair Lion Kenny Richard Kinsey received his Bachelor's degree on September 7th from Lions International President Fabricio Olivera at Lions University in Louisville, KY.

Around The District



L-R: St. Johns Lions Dean Hartenburg, Dawn Lawless, Gwyn Jansen, Bob Jansen, and Duane Witter. Welcome new Lions Gwyn and Dawn!

St. Johns Lions Club

The St. Johns Lions Club had a busy meeting on September 12th at Main Street Cafe with 20 people in attendance, including five guests. Two of those guests were inducted as new members by Past District Governor Duane Witter, a member of the St. Johns Lions Club.

Lion Gwyn Jansen worked as a special education teacher at Clinton County RESA for many years. She is married to Bob, a long-time St. Johns dentist, and they have two children. Lion Bob Jansen sponsored Gwyn as a new member.

Lion Dawn Lawless serves as a director of Missionary Services, outpatient mental health and physical therapy, insurance authorizer, and MSU fundraiser tech. She and her husband, James, have three children and four grandchildren. Dawn is a former St. Johns Jaycee and is currently active with the 4-H Council, St. Joseph School, and Big Brothers/Big Sisters, among others. Lion Dean Hartenburg sponsored Dawn as a new member.

On September 19, 2024, the Michigan Braille Transcribing Fund (MBTF) held a ribbon cutting ceremony for their new administrative offices. Lions Karen and Jeff Routson attended. The facility is no longer inside the prison, but now located inside the historic Citizen Patriot Building. The facility is dedicated to Lion Richard Foust, who worked with MBTF for 22 years. Lion Richard, a long-time member of the Holt Lions Club, passed away last year. The ceremony was conducted in conjunction with the Jackson County Chamber of Commerce and a reception followed. The open house featured displays of Braille equipment and output materials.

This photo below includes (starting from left) Matt Prysiazny, Jackson County Chamber of Commerce; Cindy Olmstead, MBTF CEO and President; Lion Kristin Butler, daughter of Richard Foust and member of the Holt Lions Club; Phil Hoffman, MBTF Trustee; Sharon Foust, widow of Richard Foust; Lion Mike Brown, MBTF Trustee and Jackson Host Lions Club; Lion Jeff Routson, MBTF Trustee and Mason Lions Club; and Lion Tim Booth, Jackson County Chamber of Commerce.



District 11-C2 Cabinet Meetings

The next Cabinet Meeting of the 2024-2025 Year
will be held on Tuesday, October 22, 2024, at 6 PM
at the Delhi Café in Holt

Please RSVP ASAP if you would like a meal to:
Cabinet Secretary Lion Denise Temple

tsjellyboo@aol.com

PLEASE RSVP TO Lion Denise Temple FOR ALL CABINET MEETINGS.
We need to get our numbers to the restaurants in advance of each meeting.
October 22, 2024, cabinet meeting #2 at the Delhi Cafe in Holt at 6pm
January 18, 2025, cabinet meeting #3 at the Perry VFW at 9am
March 22, 2025, cabinet meeting #4 at convention in Mt. Pleasant
April 22, 2025, cabinet meeting #5 at Dutch Hollow in Durand at 6pm

Around The
District



As part of Mission 1.5, from time to time we'll be introducing you to some of the newest Lions coming into our District 11-C2. This month, we'd like you to meet Lion Wendy.

Lion Wendy Copenhaver-Skidmore is the latest "new member" of the Charlotte Lions Club. District Zone Chair, Chuck Vasilion from Olivet, inducted Wendy into the club on September 11, 2024. The Charlotte Lions are very impressed with Wendy -- who has already jumped in to help with several activities this past summer.



Wendy graduated from the University of Olivet in 2011 as a non-traditional student with a degree in Business Administration, focusing on Marketing and Management. In 2020, she found her passion in the restoration industry and currently works for SERVPRO of Eaton County, ServePro of Clinton, & Gratiot Counties, and SERVPRO of Lansing & Holt. Wendy excels in customer service, playing a key role in educating business owners and the community about the brand, staff, and services offered. She serves her employer's goals by dedicating time to outreach efforts and giving back.

She participates in multiple community service organizations, believing that volunteering fuels her passion and drive. Wendy draws daily inspiration from her husband, and family, including her seven children and seven beloved grandchildren. In her free time, Wendy enjoys gardening, kayaking, playing disc golf, bicycling and pickleball.

Welcome to the Charlotte Lions Club, Wendy!

“It’s a tremendous contribution to humanity and to the legacy of our founder, Melvin Jones.”



The Melvin Jones Fellowship (MJF) is the backbone of the Lions Clubs International Foundation. It is presented to individuals who donate \$1,000 to LCIF or to people for whom a donation was made by others.

Your Lions Club can also now participate in District 11-C2’s “Melvin Jones Challenge 100.” Do it at your next meeting by contributing \$100 from your Club with a check made out to “District 11-C2,” and send it to DG Carl Cozart, 215 N. Shiawassee Street, P.O. Box 362, Bancroft, MI 48414. (Do not send to LCIF or LMSF, please.)

Put your Club in the running to be selected in this special Challenge. Get your chance to be able to have the District award a Melvin Jones Fellowship to the person your Club chooses. For every ten clubs participating, the District Governor will randomly select one Club to designate a recipient for a District application.



**Lions Clubs International
FOUNDATION**

2024 Lions Leadership Events

Two training opportunities, one location

LEADERSHIP INSTITUTE

The Michigan Lions Leadership Institute is a highly regarded leadership skills development event for Lions who are emerging leaders at the club, zone, region, and district levels.

GRADUATE INSTITUTE

This Program expands on the topics you have learned at the Leadership Institute and gives you a few more.

EVENT INFORMATION

Dates **November 8 - 10, 2024**

Location R. A. MacMullan Center
104 Conservation Drive
Roscommon, MI 48653

Questions? Email Lions@lionsofmi.com
Phone (517)887-6640 ext. 103



More Information!

Lions Leadership and Graduate Institutes

There is a \$300 fee. This includes registration, course materials, two nights of lodging, and six meals. Arrival Friday morning, November 8, 2024. Registration between 10:30 and 11:30 followed by lunch.

Classes actively involve participants in the learning process and enable them to experience the concepts presented. The skills acquired can be used not only in Lions, but also at work and in everyday life.

When participants aren't in class, they make new friends, network, and exchange ideas from across the region.

Here's a sampling of classes:

| | |
|-------------------------------|---------------------|
| Team building | Conflict resolution |
| Managing change | Leadership |
| Presentation skills | Effective listening |
| Action plans and goal setting | |



Application form Lions Leadership and Graduate Institutes



Deadline: October 4, 2024
Send completed form and payment to:
Lions Leadership Institute
5730 Executive Drive, Lansing, MI 48911

Applicant information

First name _____

Last name _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Club name _____

District _____ # years in Lions _____

Highest Lions office held _____

Have you previously attended a Michigan Lions Leadership Institute? yes ___ no ___

Which Institute do you plan to attend (check one)?

Leadership Institute _____

Graduate Institute _____

Payment Information

Make checks payable to Michigan Lions Leadership Institute

Enclosed is my check for \$300
for Leadership Institute _____

Enclosed is my check for \$300
Graduate Institute _____

Pay by credit card online:

<https://www.eventbrite.com/e/2024-lions-of-michigan-leadership-institute-tickets-952906668497?aff=oddtcreator>

Signature _____

DEADLINE FOR REGISTRATION IS OCTOBER 4, 2024



RSVP TODAY!



DISTRICT 11-C2 EVERSIGHT TOUR

October 12, 2024

Time: 10am

Kurt Stromlund

Past District Governor 11 c 2 - Eversight District Chair
Lions of Michigan Foundation Trustee - District LCIF Coordinator
Hartland Lions Club President

stromlund@comcast.net

810 923 4252

 **Eversight**
making vision a reality



On September 20, 2024, IPDG Ted Hamilton's District Governor Appreciation Dinner was held in Durand at the Dutch Hollow Golf Course. It was well attended, and everyone had a lot of fun. Thanks for your leadership!





Vermontville Lions Club



TRUNK OR TREAT



Saturday October 26 4 PM - 6 PM



HOSTED BY THE VERMONTVILLE LIONS CLUB
SUPPORTED BY KELLY FUELS



...and in the "it can happen to anyone, I guess" department:

From PDG Raymond L Robins

To anyone that may be trying to email me! I have lost access to my old SBCGLOBAL.NET email account. I don't think I have been hacked, but I am not sure. That account is an orphan account, there is no more SBCGLOBAL and AT&T doesn't have my name as a customer. Anyway, until further notice I'll be using another email. Reach me at RaymondLRobins@yahoo.com . I had the old address for 32+ years.

OID LIONS CLUB

JOIN US FOR A FUN

HALLOWEEN PARTY

OCT 31st

4:30 PM

Lions Hall



COSTUME JUDGING AT 5:30 PM

Play Witch Hat Ring Toss with Ovid Police Department

HOT DOGS-CHIPS-CIDER AND DOUGHNUTS

City of Ovid Trick or Treating will be from 6-7:30 pm



DISTRICT 11-C2

*Help fight hunger
in our communities*

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

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

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



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

**** Please contact**

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

Mints For MILITARY



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



LIONS OF MICHIGAN FOUNDATION

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



PLEASE SEND A LION MINTS CARE PACKAGE TO:

Military Member's Name: _____

Rank: _____ Unit: _____

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

Street Address: _____

City/State/Zip Code: _____

Lions Club Facebook Page or Facebook Group?

Revised from an article of the same name from September 2023 Lions District 11-C2 Newsletter

by Lion Doug Klein, APR, CTA

Just like e-mail, social media is now a part of the daily lives of most Lions. There is no doubt that the biggest social media platform is Facebook. Therefore, a Lions Club secretary or marketing chair really needs to be familiar (or become familiar) with Facebook. If you're brand new to Facebook, you might find yourself uncertain about how to get started. So first, although you may think I'm being a bit forward, let me get "personal."

You need to have a personal Facebook account -- a profile that you create for yourself. You use your personal account and profile to connect with friends and family, share news and experiences, post photos and videos, join groups and fan pages, and interact with other users on the platform. It helps you get familiar with the Facebook ecosystem before creating your Lions Club's Facebook Pages or Facebook Groups. It's also great for staying connected on a personal level. I would have NO pictures of my grandchildren if I wasn't on Facebook. Also, it is just kind of nice when 94 of your friends from all over and of all types go on Facebook to wish you a happy birthday.

Creating a personal Facebook account or profile is quick and easy. Simply go to Facebook.com and click on the "Create an Account" link on the screen. From there, you'll be prompted to fill out the required information, such as your name, gender, and email address. Once you've created your profile, you can start adding friends, sharing updates, and connecting with others on the Facebook platform. You'll want to use your personal Facebook account profile page when you want to connect with friends and family, you want to share personal updates and opinions, or you want to join Facebook Groups to make comments and share in discussions.

However, a personal Facebook account, profile, or page is not an appropriate place to share information or updates about any business or organization. Using a personal account makes your Lions Club look unprofessional. To share that information, your Lions Club needs its separate Facebook Page. Setting one up is also easy if you follow the prompts.

One Facebook question that I'm almost always asked up front is: "Should my Lions Club have a Facebook Page or a Facebook Group?" Resisting my usual "wise guy" response of just answering "yes" to that question, the real answer is that it depends on what you want to achieve with your Lions Club Facebook presence.

Facebook Pages are designed to share stories and connect with people. The main purpose of a Facebook Page is to build up a following of people who are interested in what you do so that you can share your news and messages with them. A Facebook Page is a good choice if you want to promote your Lions Club to a larger audience, build brand awareness and credibility, generate leads and new memberships, or drive traffic to your website. With a Facebook Page you may also run social media ads.

Facebook Groups are designed for people to connect with each other around a common interest or topic. They're a place where people can have discussions, ask questions, and share information and ideas. Groups can be private or public, and they can be open to anyone or closed to only people who are invited. A Facebook Group is a good choice if you want to connect with people who share your interests, have meaningful conversations, and collaborate on service projects. You may also ask for help and get support for Lions Club activities and programs.

Be aware that some Groups really should be Pages and that some Pages really should be Groups. Here are a few pages and groups I'm involved with that you may look to as examples:

<https://www.facebook.com/11C2Lions/>

<https://www.facebook.com/MasonLionsClub/>

<https://www.facebook.com/groups/462591426751953>

<https://www.facebook.com/groups/LionsWhoLiveInMichigan>

<https://www.facebook.com/groups/lciCyberClubs>

Sure, you probably have some members who still can't or won't use e-mail. You probably have an even bigger number who can't or won't use social media. That's why it is best to look at equivalent communication methods of the past to provide some guidance on how to best use the latest platforms. Also, converting the latest communication methods back into their non-electronic counterparts will allow you to use them to communicate with those members who like to do it "old school."

For example, my club puts out a one-page printed newsletter with information that was first published on Facebook. The newsletter is distributed at club meetings. It also serves as written reports about events and service projects, reducing the number of oral reports. It is also sent to our District Newsletter editor, who may spread some of the items to a wider audience. The same information is copied and pasted when we report service on the Lions Portal!



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.