



# Lions District 11-C2

## Newsletter

Editor: Lion Doug Klein  
dougklein@usa.net



### September 2024

### From the desk of the Governor



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

Inside this newsletter is a flyer for a special fundraiser for LCIF, sponsored by our District. Feel free to call or e-mail me with any questions about this exciting Melvin Jones activity. I hope to see you as I visit more Lions Clubs, in our District 11-C2. My calendar is filling up fast, so contact me so I can get you on my schedule. Again, a reminder... together we leave footprints!

#### 2024-2025 District Officers

- Governor: Lion Carl Cozart
- 1st Vice Gov.: Lion Aleta Cozart
- 2nd Vice Gov.: Vacant
- Secretary: Lion Denise Temple
- Treasurer: Lion Robert Phillips
- IPDG: Lion Ted Hamilton

#### 2024-2025 Zone Chairs

- R1-Z1: Vacant
- R1-Z2: Lion Jody Sivyer
- R2-Z1: Lion Becky Hamilton
- R2-Z2: Lion Kenny Kinsey
- R3-Z1: Lion Chuck Vasalion
- R3-Z2: Lion Eileen Delaney
- R4-Z1: Lion Chrissy Andre



At the last District Cabinet meeting, DG Carl Cozart was presented with a special t-shirt that was reminiscent of his DG logo for this year. It looks like he has already put the shirt to good use doing the outdoor activities he loves!

#### Contents:

- Around the District Pages
- Cabinet Meetings
- Texas Roadhouse
- IPDG Lion Ted Hamilton Appreciation Dinner
- Diabetes PATH
- Eversight Tour
- Getting on the Same Page
- 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





## Around The District

### DeWitt Breakfast Lions Club

At a recent meeting, Lion Tom Doyle announced that Eric Schultz (who was helped not long ago) now also has a new motorized wheelchair which cost \$600. The DeWitt Lions Club received a \$750 grant from the Lions of Michigan Foundation which will also cover the cost of new batteries.



### Bretton Woods Lions Club

PDG Brent Beracy and Zone Chair Kenny Kinsey joined the Bretton Woods Lions for their annual end of summer Steak Fry recently at which 2024-2025 club officers for were formally inducted. Pictured (left-right) are President Curt Sonnenberg, ZC Kenny Kinsey, Treasurer Mike Bokovoy, Secretary Sue Chinault and PDG Brent Beracy. Lion Sue Chinault was presented with a Melvin Jones Fellow plaque by immediate Past President Bernie Schneider and current President Curt Sonnenberg.



### Laingsburg & Ovid Lions Clubs

The Laingsburg & Ovid Lions Clubs presented \$4000 each to Lions Bear Lake Camp and Lions of Michigan Service Foundation from the proceeds of their golf outing on August 10th, 2024. Accepting the donations were PDG Traci Tribley for Lions Bear Lake Camp and Executive Director Chad McCann for the Lions of Michigan Foundation.

## Around The District



### Vermontville Lions Club

Lions Club member and Maple Valley teacher Jeff Fisher awarded the 2024 Vermontville Lions Memorial Scholarship to Logan Bowers. Congratulations Logan!



### St. Johns Lions Club

The final concert of the summer went off without a hitch. Thank you to those who patronized the Lions food trailer, and to Club members who volunteered every Wednesday evening. See you next year!

Workers from the last concert L-R below - seated: Gwyn Jansen, Carrie Hartenburg and Cheryl Hickey; standing: Nancy Presocki, Gloria Carnicom, Robin Scheffler and Pauline Baert; not pictured: Bob Jansen and Jeff Cannell.



### Hartland Lions Club

Heartland Lions Club recently welcomed their newest member. Pictured are sponsor PDG Kurt Stromlund, new Lion Vyte Paquette, and DG Carl Cozart.



### Grand Ledge Lions Club

Thank you to Kylie Burgess for helping with the annual tractor raffle drawing!

Always  
Ready to  
Take  
Action



## Around The District



**DeWitt Breakfast Lions Club**  
President Dr. Tom Doyle recently presented Deacon Rob Strouse a \$2000 check for the St. Jude's food pantry.



The DeWitt Club also presented a \$2000 check to Suzie Unruh of the Redeemer United Methodist food pantry and a check for \$3000 to Chosen Vision Board member Sue Rundborg. Chosen Vision supports housing for developmentally disabled adults.



### Michigan State University Lions and Leader Dog Clubs

Getting the school year off to a great start on Sunday, August 25, 2024 on the MSU Campus. Photos courtesy of Lion Eileen Delaney, Zone Chair.



## District 11-C2 Cabinet Meetings

The next Cabinet Meeting of the 2024-2025 Year  
will be held on Thursday, 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

[tsiellyboo@aol.com](mailto:tsiellyboo@aol.com)

PLEASE RSVP TO Lion Denise Temple FOR ALL CABINET MEETINGS.

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

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

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

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

April 22, 2025, cabinet meeting #5 at Dutch Hollow in Durand at 6pm

Around The  
District



What: PDG Lion Ted Hamilton's  
Appreciation Dinner

When: Friday, September 20, 2024

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

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

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

Please RSVP to Lion Kathy Kilbreath

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

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



*“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](mailto: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





# DINE TO DONATE! FUNDRAISING NIGHT

*Find a club in your area*



*Support*

**HARTLAND LIONS  
CLUB**

**MON., SEPTEMBER 09  
3 - 10PM**

**10%**  
**DONATION NIGHT**

Support Hartland Lions Club by presenting this flyer to the Brighton, MI location and Texas Roadhouse will donate 10% of your total food purchases to Hartland Lions Club!

**(810) 772-7890**  
**6800 WHITMORE LAKE ROAD**  
**BRIGHTON, MI**

Valid only at the Brighton MI Texas Roadhouse. Dine in and Togo!



YEZFGT





SAVE THE DATE!



# DISTRICT 11-C2 EVERSIGHT TOUR

October 12, 2024

Time: 10am

3985 Research Park Drive  
Ann Arbor, MI 48108

More information to come

 **Eversight**  
*making vision a reality*

Hartland Lions Brew Flier 2024 (1).jpeg

LIONS,  
AND TIGERS,  
AND BEERS  
OH MY!

10% of all  
food sales  
that day  
will be  
donated to  
the hartland  
lions club

SUNDAY SEPTEMBER 22ND, 2024  
12PM TO 10PM  
HARTLAND BREWING COMPANY  
1836 OLD US 23,  
HOWELL, MI 48843

Hartland  
BREWING  
COMPANY  
EST. 2011

COMMUNITY

# BREAKFAST

SEPTEMBER 21ST, 2024  
8:00-11AM

BYRON MASONIC TEMPLE  
101 S. SAGINAW ST.  
BYRON, MI

**COST:**  
**\$10**

**MENU INCLUDES: EGGS, POTATOES, PANCAKES,  
SAUSAGE, BISCUITS & GRAVY, BEVERAGES**

COME OUT AND ENJOY A  
DELICIOUS BREAKFAST  
FOR A GREAT CAUSE

**ALL PROCEEDS WILL GO TO  
BANCROFT LIONESS LIONS CLUB**



*Ovid Lions Club*

# PANCAKE BREAKFAST



**\$5**

*Saturday, September 7th  
7:30 - 10:00 am*

PANCAKES, SAUSAGE AND  
SCRAMBLED EGGS

AT THE LIONS/VFW HALL DURING CARRIAGE DAYS  
TO GO ORDERS ALSO AVAILABLE



# NEED HELP MANAGING DIABETES?

## Attend a free 6-week workshop

Diabetes PATH (Personal Action Toward Health) is an interactive workshop designed to help individuals with diabetes or pre-diabetes improve their health and feel better. Caregivers are welcome to attend.

## Get on the PATH to better health!

Learn how to:

- Eat healthy
- Create balanced meal plans
- Decrease stress
- Get physically active
- Balance your blood sugar
- Improve communication skills
- Problem solve and make decisions
- Deal with difficult emotions
- Prevent complications
- Action plan
- Improve your overall health, increase your energy, and more!



### UPCOMING WORKSHOP

Delta Township Library

5130 Davenport Dr. - Lansing

Meet in the Michael D. Moore Boardroom

Wednesdays, September 11 - October 16, 2024

1:00 - 3:30 pm

Workshop is free of charge, but donations accepted.



To register, call Tri-County Office on Aging at 517-887-1465  
or email [histedc@tcoa.org](mailto:histedc@tcoa.org)



For a full workshop schedule visit: <https://www.tcoa.org/classes/evidence-based-programs/>

Workshops made available in whole or part with funding from the Federal Older Americans Act and MDHHS/Bureau of Aging, Community Living, and Supports through the TCOA.

# LIONS BEAR LAKE CAMP

*Lions of Michigan Weekend*



**EXPLORE, EDUCATE,  
ENJOY**

Dinner, Breakfast, & Lunch  
Provided. Lodging available  
at no cost.

**SEPTEMBER 13-14TH, 2024**

Friday Welcome 6:00PM  
Dinner 6:30 PM  
Saturday Wrap Up 3:00 PM

**WHO IS INVITED:**

District Governors, VDG's,  
2VDG's, LBLC District  
Committee Chairs, Board  
Members, MD 11 GAT Team,  
New Lions, ALL LIONS

**Tours, Teambuilding,  
Education, Fellowship**

Enjoy spending time with fellow  
lions and learning more about  
your state project Lions Bear  
Lake Camp.



RSVP ONLINE  
SCAN QR CODE OR EMAIL  
[TRACI@BEARLAKECAMP.ORG](mailto:TRACI@BEARLAKECAMP.ORG)



3409 Five Lakes Rd  
Lapeer, MI 48446  
[bearlakecamp.org](http://bearlakecamp.org)  
810-245-0726



@lionsbearlakecamp

**ARRIVE WHEN YOU CAN, LEAVE WHEN YOU NEED**



# *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:** \_\_\_\_\_



# Getting on the Same Page

by Lion Doug Klein, APR, CTA

The world of marketing and public relations can sometimes feel like a maze of jargon and acronyms. Why should our Lions Club marketing volunteers understand the lingo? Expectations for results and success often depend on a more accurate understanding of the terms used. Here's a concise glossary to help you navigate the language often used interchangeably by those outside of the marketing and public relations professions:

**MARKETING:** The ongoing two-way asymmetrical process of planning, changing and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create opportunities for exchanges that satisfy organizational objectives and meet the wants and needs of those in targeted markets.

**PUBLIC RELATIONS:** The ongoing process of maintaining two-way symmetrical relationships and goodwill between all publics or stakeholders inside and outside the organization and the organization's management through researching the interests of publics, planning and recommending change in an organization's actions, communicating those actions to publics and evaluating the results of those communications.

**INTEGRATED MARKETING:** A process including all the functions of selling, marketing, customer service, and publicity in a coordinated effort within the organization, primarily focusing on target markets.

**ADVERTISING:** Any paid form of non-personal communication through a media about a product, service, or idea initiated and paid for by the organization as an identified sponsor.

**PUBLICITY:** News carried unpaid in the media about an organization and its products, services, ideas, policies, personnel, or actions for which placement is initiated by the organization.

**SELLING:** The asymmetrical process by which the wants and needs of a prospective buyer are discovered and are satisfied by making an exchange of organization's existing ideas, goods, and services and the resources (usually money) of the buyer.

**PUBLIC INFORMATION:** News or other form of non-personal communication made available to publics, especially the media, concerning an organization and its products, services, ideas, policies, personnel, or actions for which placement or communication is initiated by the publics.

**PROMOTION:** A blend of advertising, personal selling (direct contact), sales promotion (special events), and publicity initiated by the organization to accomplish an organization's marketing objectives.

**BRAND:** A brand represents the identity and perception of a product, service, or organization. It encompasses visual elements (such as logos and design) as well as intangible aspects (like reputation and values).

**MARKETING COMMUNICATION:** Production of a blend of advertising, publicity, and other materials concerning an organization's products, services, and ideas to aid promotion objectives of an organization to target markets for which dissemination is initiated by internal publics.

**MEDIA RELATIONS:** Media relations involve managing interactions with journalists, editors, and other media professionals. PR practitioners work to secure positive coverage for their clients or organizations in the news.

**NEWS RELEASE:** A release is an official statement issued by an organization to announce news, events, or updates. It serves as a tool for PR professionals to share information with the media and the public.

**CONTENT MARKETING:** Content marketing involves creating and distributing valuable, relevant content (such as blog posts, videos, or infographics) to attract and engage a target audience. The goal is to build trust and establish authority.

**SEO (Search Engine Optimization):** SEO refers to optimizing online content (websites, blogs, etc.) to improve its visibility in search engine results. Effective SEO strategies enhance organic (non-paid) traffic.

**SOCIAL MEDIA MARKETING:** Social media marketing leverages platforms like Facebook, Twitter, Instagram, and LinkedIn to promote products, engage with audiences, and build loyalty.

**INFLUENCER MARKETING:** Influencer marketing involves collaborating with individuals (influencers) who have a significant following on social media. Brands partner with influencers to reach their target audience authentically.

Remember, these terms often overlap, and context certainly matters. So, whether you're a marketing guru or just dipping your toes into the PR pool, understanding the similarities and differences in these concepts will help you better navigate the ever-evolving landscape of promotion.



*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 as 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.*

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