



April 2023

Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



From the desk of the Governor



Happy Spring!!! Thank you to everyone who attended the Celebration of Service at the Comstock Inn. I hope everyone enjoyed the event. I was overjoyed to see that we had 75+ in attendance on Friday night for the Service Project and over 130 for Saturday. I was like a little kid waiting for Christmas day, waiting for the opportunity to acknowledge the award recipients this year. I look forward to DG elect Ted Hamilton and VDG elect Carl Cozart to continue the fun we

have had this year. I think they will do a fabulous job leading us to further growth and great attendance at each district event. Please join us at the District Fundraiser for Lions Bear Lake Camp at the Masonic Temple in Grand Ledge on April 14th and the final cabinet meeting of this Lions year at the Delhi Café in Holt on April 27th. Enjoy the sun as it warms your face, the smell of flowers blooming and joy of lending a hand or smile to those in need. We Serve!!

Yours in Lionism

Lion Traci Tribley DG



April 9, 2023

District 11-C2 Officers

Governor: Lion Traci Tribley
1st Vice Gov.: Lion Ted Hamilton
2nd Vice Gov.: Lion
Secretary: Lion Becky Hamilton
Treasurer: Lion Robert Phillips
IPDG: Lion Tracy Temple

Zone Chairs

R1-Z1: Lion Jenny Stromlund
R1-Z2: Lion Carl Cozart
R2-Z1: Lion Blaine Lafler
R2-Z2: Lion Ren Vande Gutche
R3-Z1: Lion Michael O'Bryant
R3-Z2: Lion Chris Kloecker
R4-Z1: Lion Wendy Mater

Places of Interest

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

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

[Lions Pride, Web Version](#)
[KidSight Training](#)
[Hitch Your Story](#)
[Eyeglass Collection Challenge Winners](#)
[Disaster Relief for Mississippi](#)
[Eversight Golf Outing \(2 pages\)](#)
[Clinton County Champions Spring Mixer](#)
[LCIF Monthly Newsletter](#)
[Bear Lake Camp Fundraiser \(annual\)](#)
[Cabinet Meeting](#)
[LMSF 2024 Group Cruise](#)
[The MD-11 Global Action Team Application](#)

[St Johns Lions Easter Egg Hunt](#)
[Opening Eyes Vision Screening](#)
[Club Officers Training](#)
[MD-11 Global Action Team Application](#)
[MD-11 Convention Registration](#)
[MD-11 First time Parade Application](#)
[MD-11 Convention Kick Off Picnic](#)
[MD-11 Lions Got Talent Application](#)
[MD-11 Convention Sponsor](#)
[MD-11 Convention Schedule Events](#)

Bit of Wisdom



Charlotte Lions



Lion Kathryn Conrad presents Rick Todd, Executive Director of the Crosswalk Teen Center

Rick Todd, Executive Director of Crosswalk Teen Center spoke at the March 8, 2023 Charlotte Lions Club meeting. Information shared by Rick informed the group how the Teen Center has been challenged by changes in the rules for providing daily meals to teens after school. The changes require a kitchen remodel with new equipment. In addition, new ventilation and fire suppression equipment will bring costs to an estimated \$45,000. Many of the teens come to the Crosswalk Center for emotional, educational, and social support. The Center looks at challenges as opportunities and is reaching out for help from the community. At the end of his presentation, Rick was presented a check for \$1,000 from the Charlotte Lions Club. Donations can be sent to the Crosswalk Teen Center, 103 W. Lawrence, Ave., Charlotte, MI 48813.



Around The District



April 28, 2023



DeWitt Lions



Lion Gail Watkins and Senator Sam Singh

Lion Gail Watkins introduced Senator Sam Singh who informed the den about the new district that takes in parts of Clinton, Ingham and Shiawassee counties. He informed the den of his background and of upcoming legislative agenda for the Michigan Senate.

Lion Vice President Mike Clairizo thanked Senator Sam Singh for his informative presentation and gave him one of our new pen and flashlight sets to work on new legislation with.

Laingsburg Lions



Lions members holding the check are Mary Christensen and Lori Leonard and Terry Fraidenburg Far Right

Laingsburg Lions donated \$10,000 to the Wolfpack Robotics teams. This money helped fund their New Robot.

Mason Lions



Lions Jeff and Karen Routson, Doug Klein

Certificates Awarded to Three Mason Lions

Lions Jeff Routson, Karen Routson, and Doug Klein attended the District 11-C2 Celebration of Service on Saturday, March 11, 2023 in Owosso. They had a good time, caught up with a lot of people, made some new friends, and learned some good things, too. One of the features of this event each year is when the District Governor presents certificates of appreciation to all the committee chairs. Lion Jeff got one for Michigan Braille Transcribing, Lion Karen got a combined one for Leadership Development and Michigan Forum, and Lion Doug got one for Public Relations. Lion Doug also was awarded an International President's Certificate of Appreciation. This is the fourth-highest award you can receive in Lions. Lion Doug earned this award for his outstanding work in PR and Marketing.

Around The District



Good Friday
April 7, 2023



St Johns Lions



Lions Nancy Presocki, Gloria Carnicom

When Lions Nancy Presocki and Gloria Carnicom learned the Knights of Columbus needed more help at their first Friday night fish fry on February 24, they answered the call to "serve." It was a great night with a great group of workers. They also braved some wintery weather to "serve" again on March 3 when additional help was needed.

Laingsburg Lions



On March 9th our club and 40 community volunteers stuffed 4,000 Easter Eggs in preparation for the Easter Egg hunt on April 8th.



Charlotte Lions



Lion Frank Kane and his wife Bobbie

Lion Frank Kane, 95 yrs. old, received a Chevron for 55 years of service to the Charlotte Lions Club. Lion Frank and his wife Bobbie who had family gathered at their home when he received this recognition from the Charlotte Lions.

Around The District



Vision Screening Project 2023

Volunteers are needed for the 23rd Annual Opening Eyes vision screening with Special Olympics at Central Michigan University on June 1 and June 2, 2023. There are many ways for Lions to volunteer. Lion Jody Sivyer of the Owosso Lions Club will be there as "optician Jody." If you have any questions, please contact Lindsay Pack, Volunteer Coordinator, at 248-761-3701 or email openingeyesmich@gmail.com. The volunteer forms are attached to the newsletter.

[Opening Eyes](#)

[Commitment Form](#)

PDG Becky Hamilton, CS

Eyeglass Collection Challenge

Congratulations to the following clubs who collected the most eyeglasses during the Eyeglass Collection Challenge.

Members 1-10

1st Place – St Louis/Alma Lions Club 584 Glasses

Members 11-20

1st Place – St Johns Lions Club 2,114 Glasses & 7 Hearing Aids

2nd Place – Owosso Lions Club 1984 Glasses

3rd Place- Charlotte Lions Club 1879 Glasses & 64 Hearing Aids

Members 21-30

1st Place – Brighton Lions Club 5250 Glasses

2nd Place- Bretton Woods Lions Club 4020 Glasses & 4 Hearing Aids

3rd Place- Bancroft Lioness Lions Club 857 Glasses & 3 Hearing Aids

Members 30+

1st Place- Dewitt Breakfast Lions Club 3400 Glasses

2nd Place- Grand Ledge Lions Club 1779 Glasses & 15 Hearing Aids

3rd Place- Holt Lions Club – 221 Glasses

Eyeglass Collection Bin Challenge

1st Place – Charlotte Lions Club

2nd Place- Bancroft Lioness Lions Club

Stay tuned for information on next year's challenge which will begin July 1st.

KidSight Training

KidSight Training will be conducted by Lion Lloyd Kilbreath at the Charlotte Community Library on April 17, 2023 at 3:30-5:00 p.m. Lion Lloyd is the District Chair of the KidSight project. He will train Lions on how to use a high-tech screening device to check children for visual disturbances. Children who are found to have a vision issue are then referred to an eye doctor for further evaluation.

Lions KidSight is a nationwide vision screening program run by Lions with support from Lions Club International Foundation (LCIF). The program provides children with critical eye screenings that can detect relatively common conditions such as nearsightedness, farsightedness and amblyopia—which is sometimes called "lazy eye", as well as dangerous conditions like retinoblastoma.

This training is available to any club. Please contact Charlotte-Lion Connie O'Neill if you will be attending through email: oneillboughner@gmail.com or call 517-896-5577.

Monthly LCIF Newsletter

Happy Spring! I would like to remind everyone that we will be having a quarterly zoom meeting with all of the district coordinators April 6, at 6:00pm. We are hoping that our DG, DGE and 1st Vice DGE can attend if it fits into their schedule. I would like to give a shout out to the eight clubs and 25 individuals that have made donations to LCIF this year. Your donations go toward grants all over the world. We have received grants in our district in the past which have been used for eye glass missions. Some of the other grant money was used towards state projects, examples would be Eversight Michigan, Bear Lake Camp and Leader Dog for the Blind. The clubs listed below are eligible to pass out Melvin Jones Fellowship awards to members of their club or a community member as form of recognition:

Bellevue
Charlotte
Dewitt Breakfast
Dimondale
Durand
East Lansing Meridian
Eaton Rapids
Grand Ledge
Laingsburg
Ovid
St. Johns
Stockbridge
Wacousta

I have one more reminder to all of the clubs. LCIF coordinator is a very important part of your club officers, so please appoint one for the 2023/2024 Lions year. If you have any questions, feel free to contact me at any time.

Kurt Stromlund
LCIF District Coordinator
Stromlund@comcast.net
810-923-4251

Club Officers Training

Greetings 11-C2 Lions! It's time to elect new club officers for the 2023-24 Lions year, and it's time to think about official training for them!

Planning is under way for **District 11-C2 club officer training to be held at Holt High School on May 5.** [A flyer is included with this newsletter.](#) Please note that you should register by April 28 to be guaranteed a meal. Because it's been a while since we've had in-person training, we're including lots of social time!

In addition, there's a special club officer training opportunity this year. Lions of **District 11-B1** will hold club officer training on Thursday, May 4. (Time and location will be announced soon.) They have extended to us an invitation to attend their event if you can't attend ours. Of course, we have reciprocated the invitation, so we may have some 11-B1 Lions at our event!

Please register as soon as you can by contacting Karen Routson (KarenRoutson@yahoo.com) with your name, email address, club, and which session you plan to attend.

Club Officer Training Event co-chairs PDG Brent Beracy and PDG Karen Routson look forward to seeing you May 5!

The MD 11 Global Action Team (GAT)

Applications now being accepted for the 2023-2024 Lions year

The GAT is a vast network of dedicated Lions of all levels who are focused on helping districts achieve their goals. This important team helps foster club membership growth, increase Lions' visibility in the community through impactful service and build strong, innovative leaders.

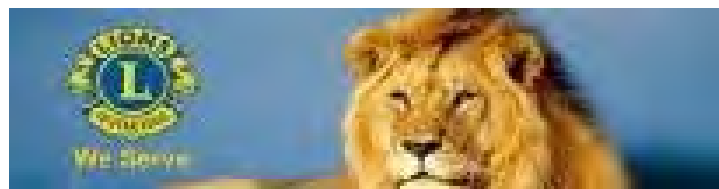
Term One year; selected by the multiple district (per the multiple district constitutional bylaws). May serve multiple terms. Applications are now being accepted for the 2023-2024 year, and must be submitted to the Lions State Office no later than May 1, 2023.

Recommended Qualifications:

- Passionate about Lions, effectively promotes the Lions International Strategic Plan, and is invested in the association's future.
- Experience in leading and developing service activities within the last five years. • Familiar with LCI and LCIF service programs, partnerships and grants.
- Graduate or faculty member of an Advanced Lions Leadership Institute or Faculty Development Institute, or other professional leadership program.
- Able to use technology (Email, Microsoft Office, MyLCI, LCI website, social media). Reporting • GST multiple district coordinator reports to GAT area leader.

GLT, GMT, and GST multiple district coordinators report to multiple district Global Action Team chairperson (council chairperson).

Applications will be emailed upon request. Contact Lion Wendy Burns at wburns@lionsofmi.com





DISTRICT 11-C2 LIONS
2022-2023 Rooted in Service

District Cabinet Meeting

Thursday
April 27th
6:00 PM

Delhi Cafe
4625 E Willoughby Rd
Holt, MI 48872



Lion Traci Tribley
District Governor

Lion Ted Hamilton
District Governor Elect

We will be
collecting
donations for the
District Governor
Coin Challenge.
Bring your spare
change.

\$15

CHOICES INCLUDE:

CHEF SALAD W/MUFFIN

**BAKED OR FRIED COD
W/POTATO**

GYRO W/GREEK SALAD

PLEASE RSVP BY April 20th

Lion Becky Hamilton PDG
bbthebb2004@gmail.com
517-614-4432



LIONS OF DISTRICT 11-C2
SAVE THE DATE!



MAY 5, 2023 ** EL CINCO DE MAYO



**CELEBRATE THE DAY THE MEXICAN ARMY DEFEATED THE FRENCH
AT THE BATTLE OF PUEBLA IN 1862!**

**SHARE CLUB OFFICER LEARNING OPPORTUNITIES
WITH FELLOW LIONS!**

**PRESIDENT / VICE PRESIDENT * SECRETARY * MEMBERSHIP CHAIR
LIONS 101 / ORIENTATION**

THERE'LL BE SOME SOCIAL TIME, TOO!

There will be a light meal.
Wear a costume if you like – respectful of the culture, of course!

TIME AND LOCATION INFORMATION COMING SOON!

To register, please send the following information to KarenRoutson@yahoo.com by April 28.

Name _____ Club _____

Email address _____

Which session? _____

District 11-C2 Annual Bear Lake Camp Fundraiser



Friday, April 14th, 2023

Masonic Temple

200 River Street, Grand Ledge Mi

Doors open at 5:30pm

Social at 6:00pm

Buffet Dinner at 6:30pm - \$15.00 per person

Followed by Silent Auction, Raffles and Bingo games

*Each Club- please consider donating an
unwrapped \$10/or more gift for auction*

Advanced Reservations Appreciated

Lion Traci Tribley

RSVP by April 10th, 2023

Lion Phyllis Blackburn

**5283 E Cole Rd.
Bancroft Mi 48414**

**12464 Madonna Dr.
Lansing, MI 48917-8617**

(989)277-7437

(517) 627-5203

Club Name _____ *Number attending* _____

Names of those attending: _____

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

LIONS OF MICHIGAN FOUNDATION—2024 GROUP CRUISE

ROYAL CARIBBEAN - NAVIGATOR OF THE SEAS

7-Night Cruise: February 2 - February 9, 2024

ROUNDTrip - LOS ANGELES, CA

Cabo San Lucas, Mazatlan and Puerto Vallarta, Mexico

PRICING: 2 PEOPLE - \$50 ONBOARD CREDIT PER ROOM

4V - Interior Stateroom: \$1,240.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Stateroom Size: 150 square feet - occupancy up to 4 guests

4N - Ocean View Stateroom: \$1,690.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Size Stateroom: 160 square feet - occupancy up to 4 guests

2D - Balcony Stateroom: \$2,418.00 + \$268.68 Taxes/Fees + \$224.00 Gratuity

Stateroom size: 185 square feet + 50 square feet balcony - occupancy up to 4 guests



☐ I would like an Interior Stateroom for _____ Adults and _____ Children (Age 12 or under).

☐ I would like an Oceanview Stateroom for _____ Adults and _____ Children (Age 12 or under).

☐ I would like a Balcony Stateroom for _____ Adults and _____ Children (Age 12 or Under).

Stateroom Deposit - \$250 Per Person: ____ Check ____ Credit/Debit Card ____ Pay Pal (info@lmsf.net)

Credit/Debit Card Number: ____ - ____ - ____ - ____

Expiration Date: _____ CVV Code: _____ Zip Code: _____

Signature: _____

Legal Names: _____ - Birth Date: _____

_____ - Birth Date: _____

Mailing Address: _____

City/State: _____ Zip Code: _____

Telephone: _____ Email: _____

You're Invited!!

Clinton County Champions Spring Mixer



Why: Spring Fever Reliever!

When: Friday, April 28th, 2023, 6-9pm

Where: St. John's K of C hall, 1108 Old US 27, St Johns, MI 48879

What: Pot-luck dinner, music and games & get together! BYO N.A. Beverage

Details: CC Champs Lions are excited to host this social event! Our goal is to provide a safe, fun, and memorable evening for our athletes, families and friends. The Area28 SOMI is NOT sponsoring this event.

- Come on out and have some fun!
- Tangy meatballs and rolls are already on the menu!
- No transportation or caregivers available
- Many games will be provided. Bring your favorite to share!

**Please Rsvp Lion Brent by April 25th @ 989-847-6122 (voice or text)
or bberacy@hotmail.com**



Easter Egg Hunt



Saturday, April 8, 2023

1:00 p.m.

St. Johns City Park

(activities in the pavilion start at 12:30)

Egg Hunt Age Groups:
under 3 (with parent)

3-4 5-6

7-8 9-10

(no parents in Egg Patch except for under 3)

***children under age 3 also may pick
up eggs in the pavilion, if preferred***



face painting

other fun activities

photo with the Easter Bunny



***Sponsored by St. Johns Lions Club
with the support of the City of St. Johns
and local businesses and groups***

For more information, contact Lion Nancy Presocki at 989-307-9872 or nanretired@yahoo.com.



Opening Eyes

Vision Screening Project 2023

Sponsored by
Michigan Foundation for Vision Awareness,
Lions Club International Foundation,
Essilor Vision Foundation and Vision To Learn

Join the Screening Team

Once again we're ready to register the screening team for our **23rd Annual Opening Eyes**. We hope you plan to join us again....or for the first time this year.

Be sure to complete the enclosed **Commitment Form** and return it as quickly as possible. Please sign up for days you are available and indicate if you are **available** to help with setting and packing up. We will notify you. As you know, needs are limited, so forms will be accepted for the specific needs of **each day** in the order received. Your assignments will be sent to you in May. We hope you will join us to make this another successful event! ~Lindsay

Dates/Times

- Wed. May 31st** - Setup 2:00 p.m.
- Thurs. June 1st** - Register at **7:45 a.m.**
- Screening from 8 a.m.- 5 p.m.
- Party at Comfort Inn 7 p.m.
- Fri. June 2nd** - Screening from 8 a.m. - 3 p.m.
- Packing Up 3 - 5 p.m.
- Shepherd's Bar 6 p.m.

****PLEASE NOTE THESE TIMES MAY CHANGE****

Rooms and Meals

For those of you who live farther than 50 miles from Mt. Pleasant, a complimentary room will be provided for the night of May 31st and/or June 1st depending on your final schedule. All rooms are at the Comfort Inn. Any additional nights must be booked **through the Commitment Form** at your expense. Most meals will be provided at no cost.

Location: Indoor Athletic Complex (IAC),
Central Michigan University, Mt. Pleasant

Tops and Bottoms

Returning Volunteers

Please help with costs and only request new shirts if absolutely necessary.

New Volunteers

We will provide you with 1 shirt

Shorts or Pants

Khaki, navy, or black. No jeans, please.

Present Awards

Our volunteers are fortunate to be given the opportunity to present medals to the athletes.

Don't miss the chance.

**You will receive an email in
May with final details.**

Who makes the Plans?

Project Chairman

Jamey Seals, O.D.
989-763-0629

Volunteer & Registration

Coordinator

Lindsay Pack
248-761-3701

Volunteer Coordinator

Sarah Doherty
989-763-0627

Fabrication Coordinator

Cameron Winacoff
989-323-1295

Dispensing Coordinator

Dianna Sweet
810-599-7659

**Mail or Email
your form by
APRIL 30, 2023**

Lindsay Pack

45551 Muirfield Ct.
Canton, MI 48188

Email:

OpeningEyesMich@gmail.com

Phone: 248-761-3701

*** Contact Lindsay if you
don't receive confirmation
within two weeks**



OPENING EYES Vision Screening Project 2023

Sponsored by the Michigan Foundation for Vision Awareness, Lions Club International Foundation, Essilor Vision Foundation, and Vision To Learn

COMMITMENT FORM

COPY & SHARE WITH FRIENDS — PLEASE USE ONE FORM FOR EACH PERSON

Volunteers are accepted for specific needs in the order in which the forms are received.

(please PRINT information and fill out COMPLETELY)

Name _____ Phone _____
Address _____ City _____ Zip _____
____ male; ____ female Email _____
Check ALL that apply: ____ O.D.; ____ MFVA member; ____ optometry student (# of years completed by 5/30) _____;
____ MPA member; ____ Optician; ____ Optometric Tech; ____ Lion; ____ other _____

Using your Talents (non O.D.'s)

I have lots of experience doing:

____ auto-refracting; ____ non-contact tonometry; ____ lensometry; ____ insert/edge lenses; ____ dispensing
____ I would like to help with the data entry of Athletes' forms into computers (possibly during time off)

Returning Volunteers

My favorite station(s) _____
I prefer not to work at _____

Screening Schedule (your schedule will be emailed to you in May)

____ I am able to help setup Wed. 5/31 at 2 p.m. ____ If you need me, I can help with packing up Fri. 6/1
____ I will work Thurs. 6/1 and Fri. 6/2
****please note screening starts at 8:00 a.m.**
____ Attending Party at Comfort Inn 6/1 at 7 p.m. ____ Attending Party at Shepherd Bar Fri. 6/2 at 6 p.m.

Lodging

____ I do not need a room; ____ I need a room
I will share a room with ____ Spouse; ____
____ I want to book an extra night at my expense Day/Date _____

Polo Shirts

Please indicate your size: **(men's sizes)** ____ small; ____ medium; ____ large; ____ X-large; ____ XX-large

Submit to Lindsay Pack

Address: 45551 Muirfield Ct.
Canton, MI 48188
Phone: 248-761-3701
Email: OpeningEyesMich@gmail.com

O.D.'s Please Answer:

Do you have malpractice insurance? ____ yes; ____ no

Confirmation

Use this method to notify me that you received this form:

Email address is: _____ (print clearly)

**SUBMIT BY
APRIL 30TH
EMAIL OR MAIL**



Lions Clubs of Michigan

SD10 and MD11, Lions International

TOGETHER WE CAN...BE EXTRAORDINARY!

The Lions of Michigan MD 11 Convention Committee is please to offer the opportunity for corporate and personal sponsorships for the 2023 Multiple District 11 Lions Convention May 18-20, 2023 – Muskegon VanDyk Mortgage Center/Delta Hotels

SPONSORSHIP OPPORTUNITIES:

Platinum Sponsor - \$1,000

Speaking opportunity during the Saturday Awards Banquet (up to 10 minutes); Advertisement in the Lion Pride publication; advertisement in convention proceedings booklet; complimentary exhibitor table; your banner on display throughout event; insert included in welcome packet

Gold Sponsor - \$500

Speaking opportunity at Friday's Welcome Reception/Dinner or Saturday Awards Breakfast (up to 10 minutes; advertisement in convention proceedings booklet; complimentary exhibitor table; your banner on display throughout event

Silver Sponsor - \$400

Advertisement in proceedings booklet; complimentary exhibitor table; banner on display throughout the event; insert included in welcome packet

Bronze Sponsor - \$300

Kick-off picnic, hospitality room or coffee break sponsor; advertisement in proceedings booklet; complimentary exhibitor table; your banner on display; insert included in welcome packet

Heart of a Lion - \$150 Club Special!

Breakout Session Sponsor/Parade Sponsor; Coffee break; advertisement in proceedings booklet; banner on display

All sponsors who commit by April 1, 2023, will be listed on the promotional materials, in the Lion Pride publication, on the Lions of Michigan website and Face Book page. Checks should be made out to Lions of Michigan and mailed to: Lions of MI, 5730 Executive Dr., Lansing, MI 48911. Contact wburns@lionsofmi.com or call 517-887-6640 for further details.

5730 Executive Drive • Lansing, MI 48911
phone: 517-887-6640 • fax: 517-887-6642
email: lions@lionsofmi.com • website: www.lionsofmi.com



2023 MD 11 Lions Convention
TOGETHER WE CAN...BE EXTRAORDINARY!
May 18-20, 2023 VanDyke Mortgage Center, Muskegon, MI

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 18, 2023	\$ _____
_____ Registration @ \$15.00 for each Lion/Leo	\$ _____
_____ Registration @ \$15.00 for each Spouse/Guest	\$ _____
_____ Friday Evening Buffet @ \$25.00 per person	\$ _____
_____ Saturday Breakfast @ \$16.00 per person	\$ _____
_____ Saturday Night Banquet @ \$35.00 per person	\$ _____
Entrée Choice: Braised Short Ribs _____ Citrus Glazed Salmon _____	
Gluten Free _____ Vegetarian _____	Total: \$ _____

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 registration fee is paid. Deadline for pre-registration and purchase of tickets is **May 5, 2023**. No refunds after May 5, 2023. Tickets and registration packets will be distributed at the Lions Registration Desk at the Delta Marriott, Muskegon. They will not be mailed to you. The registration desk will be open Thursday at 5:00; Friday, 8:00 a.m. -5:30 p.m. and Saturday 8:00 a.m. until 1:30 p.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



*Lions MD Convention: Together We Can...
Be Extraordinary!*

VanDyk Mortgage Convention Center, 460 W Western Ave, Muskegon, MI 49440

Get ready to be wowed by Lions across the state!

Do you have a hidden talent? Have a voice like Whitney? Moves like Swayze? Does your sleight of hand give Penn & Teller a run for their money? Are your dad jokes on point?

Show us what you're made of... ***THE STAGE IS YOURS!***

Pre-Register your act today - first 10 applicants will be accepted!!

The **Lions Got Talent Show** will be held **Friday, May 19** at the VanDyk Mortgage Center and will be the entertainment during the MD 11 Convention Welcome Reception and Dinner. You must pre-register your act by completing the registration form and sending it to wburns@lionsofmi.com; fax 517-887-6642; or mail to: Lions of MI, 5730 Executive Dr, Lansing 48911. Entries must be received by **May 1**. Prizes will be awarded to the top acts!

Participant Name/s (list all): _____

Contact Phone _____

Contact Email _____

Contact District/Club Name _____

Return form to wburns@lionsofmi.com; fax 517.887.6642 or mail to:
Lions of MI, 5730 Executive Dr., Lansing 48911



Lions MP 11 Convention

Together We Can... Be Extraordinary!

VanDyk Mortgage Convention Center, 460 W Western Ave, Muskegon, MI 49440

LIONS OF MICHIGAN INAUGURAL PARADE
SATURDAY, MAY 20, 2023

Grab your club members, yellow vests, club shirts, banners, old cars, and community floats. Lions are going to roar into Muskegon with a parade like no other!

Take part in this inaugural event with fellow Lions from around the state. Now's the time to bring out your creativity, your humor, your talents, your time to shine and **BE EXTRAORDINARY!**

Pre-Register your club/entry today!!

The Lions of Michigan Inaugural Parade will be held Saturday, May 20th in downtown Muskegon. The parade route will span 5 blocks ending at the VanDyk Mortgage Convention Center. You must pre-register by completing the registration form and sending it to wburns@lionsofmi.com; fax 517-887-6642; or mail to: Lions of MI, 5730 Executive Dr, Lansing 48911. Entries must be received by **May 1**.

Club Name/District _____
Contact Person _____
Contact Phone _____
Contact Email _____
How many Club members participating? _____
Will you have a float or other vehicles? _____
Size of float or vehicle? _____

**Return form to wburns@lionsofmi.com; fax 517.887.6642 or mail to:
Lions of MI, 5730 Executive Dr., Lansing 48911**

TOGETHER WE CAN...BE EXTRAORDINARY!

May 18 – 20, 2023 VanDyk Mortgage Convention Center, Muskegon
Come to learn, network, celebrate and be Extraordinary Lions!

Reservations can be made at the Delta Marriott online at www.lionsofmi.com
Or call 833-999-0181

Thursday, May 18

Convention Kick-off Picnic at USS LST 393. Catering by **Ravenna Lions Club**

Cost: \$15

Sponsor/Host: **Muskegon Northside Lions Club**

Friday, May 19 – Learn and Grow Together at the Convention

9:00 a.m. – 12:00 p.m. Council of Governors Meeting

9:00 a.m. – 6:00 p.m. Exhibitor's Hall Open

9:30 a.m. Breakout Session I: Guided Bird Watching Excursion

Experience the thrill of a guided visit to a popular destination for spring migrating birds to flock to!

1:30 p.m. District Governor-Elect 2023-2024 Meeting Planning

2:00 p.m. Breakout Session II: Becoming an Extraordinary Club Secretary

2:00 p.m. Breakout Session III: Becoming an Extraordinary Club Treasurer

3:00 p.m. Breakout Session IV: Project KidSight Training

3:00 p.m. Breakout Session V: Extraordinary Lions Serving Extraordinary Ukrainians

**Invited Guests: IPIP Alexander; Honary Consulate of Ukrain, Vasyl Perets; Grand Rapids Ukrainian Club President.*

6:30 p.m. Convention Welcome Reception/ Dinner, Entertainment "Lions Got Talent" Show

Saturday, May 20 – Learn and Grow Together at the Convention

8:00 a.m. – 3:00 p.m. Exhibitor's Hall Open

8:00 a.m. Awards Breakfast

10:00 a.m. Business Session featuring news from around our state and world.

2:00 p.m. LIONS OF MICHIGAN INNAURGAL PARADE! Downtown Muskegon

3:00 p.m. District 11 C1 Convention

Breakout Sessions-continued

3:30 – 4:30 p.m. Sock Hop Service Project to benefit area shelters.

6:00 p.m. Awards Banquet: Social Hour, Dinner, S.A. Dodge Awards Recipients:

PDG Ronald Coleman, A1 and PDG Connie Shelton, A2

Keynote Address by Immediate Past International President, Douglas Alexander

JOIN US FOR AN EXTRAORDINARY EXPERIENCE IN MUSKEGON!



ALL ABOARD THE USS LST 393

MD11 CONVENTION KICKOFF PICNIC

HOSTED BY MUSKEGON NORTHSIDE LIONS CLUB & RAVENNA LIONS CLUB



Menu consists of Boneless BBQ Chicken Thighs, Grilled Pork Loin Chops, and all the trimmings! Catered by the Ravenna Lions Club.



Walk where heroes walked, right in downtown Muskegon! History jumps out at you from every deck and every corner. Discover LST 393's outstanding wartime record as you tour a nationally renowned veterans museum with artifacts and displays honoring those who served America and fought for the freedoms we enjoy today.

MAY 18TH, 2023 6:00 PM

560 Mart Street Muskegon, MI 49440

Cost \$15 per person - REGISTER TODAY

RSVP your attendance today or include with your convention registration form to:

Lions of Michigan
5730 Executive Dr.
Lansing, MI 48911

NAME _____

OF ATTENDEES _____ TOTAL _____



Golf anywhere, anytime – and support the gift of sight!

- All ages and skill levels
- Foursomes or on your own



How to Golf for Good!



- 1** Register before May 5, 2023 to receive your welcome package including instructions, scorecard, golf ball sleeve and exclusive Eversight golf gear.
- 2** Golf anywhere, anytime between May 25-June 15 and email a photo of your scorecard to philanthropy@eversightvision.org. 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.
- 4** Join Eversight virtually June 17th to celebrate the scores, Shared Vision awardees, Best Dressed Team contest winners, and partner awards.



@eversightvision | #golfforgood

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

Other ways to participate



For non-competitive golfers:

- Golf at any course, individually or as a foursome and complete 9 or 18 holes.



For everyone – online auction!

- Bid to win during the Golf for Good! Online Silent Auction June 9-17 to support Eversight charitable programs.
- Or, support Eversight with your tax-deductible gift

Help us reach our 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 5 for benefits.



Questions?

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

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
- Recognition as a broadcast sponsor
- Recognition on Eversight social media
- Opportunity to name a course hole
*\$4,448 tax deductible; course fees included

☐ Scorecard Sponsor (\$1,500)

- 4 paid registrants to Golf for Good!
- Logo on scorecard
- Listing on event website
- Opportunity to name a course hole
*\$1,444 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 (\$500)

- Logo on the auction website
- Listing on event website
*\$500 tax deductible

☐ Awards Sponsor (\$150)

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

Register today!

Register by May 5 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 _____

Phone _____ Email _____

Payment

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

☐ Charge my credit card: \$ _____ ☐ VISA ☐ MasterCard ☐ Amex ☐ Discover

Name on card _____ Card number _____

Exp. date _____ Signature _____

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

Hitch Your Story to Local Interests

by Lion Doug Klein

Reporters get hundreds of pitches and releases each day — yours will stand out (and establish your credibility) only if it has real news potential. So, what makes a story newsworthy? There's no single answer. Decisions about what makes it into the news are based on several factors — timing, novelty, human interest, controversy, importance to the community — and that can make it seem complicated.

The simple fact is, though your Lions Club programs and events are important, they may not seem "newsy" to the local media. The challenge is to promote your activities from new angles so that journalists consider them fresh, current, and surprising -- in other words newsworthy.

Try to find ways to hitch your story to things that are current, interesting to local people, or things that will impact their lives. You've got to make your activities seem fresh and unique. There are several approaches to a news event that might catch a journalist's eye:

A breakthrough: What is new or different about this story? One example would be a story on a new or little known treatment for diabetes or a specific eye disease that is being rolled out by the medical folks in your community and how your Lions Club is working to find candidates for clinical trials.

A celebrity-supported story or event: Is there a famous or locally well-known person willing to lend his or her name to a project? While you may not personally know a big-time rock musician, you probably have a connection to a local news anchor or sports figure. Getting them to volunteer in your project is the first step -- then build up.

A human interest story: This kind of story usually focuses on an individual or a group that has a story to tell that's relevant to an international, state, or local cause. It might feature one or more scholarship recipients, detailing the struggles they've gone through to get to this point, and their hopes for the future. It could talk about a medical advance through the experience of an individual with a condition that is now treatable for the first time.

A controversial topic: Are there basic inequalities or unfair circumstances to be reported? For example, are visually impaired people getting the same kinds of workplace accommodations as other disabled people?

An ironic account: What is unusual or inconsistent about a story? For example, how can fast food establishments privately support an "Eat Healthy" campaign to combat diabetes, yet refuse to change their public advertisements to encourage people to consume food that provides better nutrition?

A local milestone: Your story should be specific to your organization and community. A scholarship presentation at your high school graduation, the completion of a course, the successful finish of an initiative, the awarding of a major grant or contract -- any of these could be the occasion of a news story of local interest.

A seasonal story: Can your story idea be attached to a holiday or seasonal event? Perhaps you can have them do a story about the increased risks of eye damage due to extensive sun exposure during the summer months? Hunger or homelessness in the community might easily be highlighted during the winter holiday season.

A local interest: Why is this story important or meaningful to your local community? An example would be a story on the hunger needs of children in a particular school or neighborhood that are poorly addressed by local social or educational services. Tell them how your Lions Club is stepping up to meet those needs.

In addition to these angles, news stories can be built around annual community festivals and events as well. A special booth activity staged by your Lions Club is a good excuse for a story on your work, or on how the Club was founded. The start of diabetes awareness sessions, or a notice that a program is accepting volunteers or participants are also reasons for suggesting a story.

If you want more than just a notice — and you do — you'll need to come up with something for the media to focus on. It could be an article about an interesting member, one about the cause itself, or a "where are they now?" take on what has happened to people because of their participation -- which can help to highlight individual or your Lions Club's successes.



Lion Doug Klein regularly passes along tips to help your club sharpen its public relations and marketing efforts. He has been a member of the Mason, Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, communication, business, and marketing. He is currently serving as Mason Lions Club Secretary and District 11 – C2 Public Relations Chair. A member of the Public Relations Society of America since 1983, he has held their prestigious APR designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's national honorary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at douglein@wowway.com or (517) 775-8601.