



August 2022

Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzlaff PDG



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 \(2 Pages\)](#)

[Lions Pride, Web Version](#)

[Cook Book Fund-Raiser LMSF](#)

[Faculty Development Institute](#)

[Eyeglass Contest](#)

[Tour Eversight of Michigan](#)

[Bear Lake Camp Golf Classic](#)

[Diabetes Path](#)

[Photo Contest](#)

From the desk of the Governor



It's hard to believe that we are already through the first month of the new Lions year.

Thank you to all who attended the first Cabinet meeting and installation of officers on July 22nd.

We were blessed to have IPID Justin Faber available to install Cabinet Officers and present a few special awards. As we move into our busy

months of service, I would love to be invited to work a service project with your club.

Rooted in Service!

Lion Traci Tribley DG

Wisdom

Don't mix bad words with your bad mood. You will have many opportunities to change a mood, but you will never get the opportunity to replace the words you spoke.

[Lion Tracy Temple IPDG Appreciation Dinner](#)

"Please see the invitation for IPDG Tracy's appreciation dinner on August 26, 2022, and get your RSVP's in to Lion Becky Hamilton no later than August 19."

[Public Relations vs Marking](#)

[Publicity and News Releases](#)

[Cabinet Meeting](#)



Charlotte Lions Club

First Aid Kits Distribution

Lion Connie submitted the First Aid Distribution- Final Numbers A total of 300 first aid kits were assembled and distributed to the following organizations:

- 50 Bird Feeders at the High School
- 30 Siren Shelter
- 20 Helping Hands
- 15 Eaton Clothing and Furniture Center
- 175 Housing Services
- 10 Lions Club-for Speaker Gifts

In a follow-up with The Housing Services of Mid-Michigan, they stated that "they have had great comments from their Agents in the field who are giving the kits directly to the homeless.

They are thrilled to be able to give them such an important tool that can fit in their bag/backpack." They are anticipating an increase in the homeless next year. They appreciated the donation of the kits very much and believe they could use some next year. Something to discuss at our next meeting as we discuss other projects and services we would like to engage in.

Elsie Lions Club



The Elsie Lions Club just completed our largest fund raiser of the year at the Elsie Dairy Festival. It was a very busy three days but very rewarding. We nearly sold out of everything each day with the great community support! As of this report we are still tabulating our profit! Which could be best ever?

Lansing Capital Lioness Lions Club

Haven House Meal Prep

We continue to provide meals at Haven House throughout the summer. Great job, Lions, in coming forward to assist in this project. Anyone can prepare a meal – just show up at Haven House by 3:30 on the 4th Monday of the month to join the team. Haven House provides all supplies.



St. Johns Lions Club



Lion Kenney Kinsey

Lion Kenney Kinsey was honored at the June meeting for his five years of service as club president. Thank you, Lion Kenny, for leading the club through some tough times during those five years, including the death of several members and the COVID- 19 pandemic. Lion Kenny was presented with several items, including gift card and Lions memorabilia. He was especially happy to receive a Lions license plate that he placed on the back of his wheelchair's new cart.

DeWitt Lions Club



Lions Greg Houghtaling, Christopher Pienta, Tom Doyle

Lion Greg Houghtaling said he is proud to sponsor Christopher Pienta becoming a member of the den. He had been a member of the Williamston Lions Club in the 1990's. Lion Tom Doyle, PDG inducted Lion Chris into the den and presented sponsor Lion Greg with a pin and a certificate. All members welcomed Lion Chris.

Faculty Development Institute

Lion Karen Routson

I just received a note from our area GAT leader, Dave Wineman (11-D2) that there's still time to sign up for an upcoming FDI class in Ottawa. Here's the information:

[Faculty Development Institute \(FDI\) | Lions Clubs International](#) for information about the institute [Application](#) for the application form - deadline is August 4. Three Pages .



Don't be bashful - ask a friend or family to join

Cabinet Meeting

Lion Justin Faber ID installed the officers of the District 11-C2 Cabinet. He also presented International Awards. He also installed a new member.



Lions Traci Tribley DG and Justin Faber ID.
Lion Traci received a Presidential Certificate of Appreciation.



Lions Martha Owens and Justin Faber ID.
Lion Martha received a presidential Certificate of Appreciation



Lions Brent Beracy PDG and Justin Faber ID.
Lion Brent received Presidential Medal for his work in Lionism.



Lion Justin Faber ID installed Lion Sherri Cowles (setting in the middle). She is the mother of Lion Traci Tribley DG. They are members of the Bancroft Lioness Lions Club.



Lions Bear Lake Camp Golf Classic



Sunday, August 21, 2022
At the
Metamora Golf & Country Club



***REGISTER YOUR TEAM BEFORE MAY 1ST AND BE ENTERED TO WIN A FREE ROUND OF GOLF FOR A FOURSOME AT THE METAMORA GOLF & COUNTRY CLUB ***

Please join us for the 18th 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 Lions Bear Lake Camp.

Together, we can make this a great event for such a wonderful cause.

The Mission of Lions Bear Lake Camp is to develop leadership skills, build confidence, and to provide a premier outdoor educational and recreational experiences year-round to all persons, regardless of ability.

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 12:00 pm
Shotgun Start 1:30 pm
Awards Dinner 6:30 pm

EVENT FEES

Registration- \$100 per golfer/
\$400 per foursome
Dinner-Only Guest- \$30

If you'd like to learn more about Lions Bear Lake Camp, visit www.bearlakecamp.org

To learn more about Metamora Golf & Country Club, visit www.metamoragolf.com

Rick Fleming, G.M./Director of Golf 248.342.1702

Heather Osip, Lions Bear Lake Camp Board Member/Outing Chair 248.875.9705 hosip@outlook.com

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 \$ _____
Method of Payment: _____
Cash Check Credit Card
Number _____ Exp. _____

Please make checks payable to: Lions Bear Lake Camp
Mail registrations and payments to:
Metamora Golf & Country Club
C/O Rick Fleming
1600 Club Drive Metamora, MI 48455
Lions Bear Lake Camp is a licensed 501(c)(3)

Lions of Michigan Foundation Dr. Robert Mathog Lions Hearing Centers

Cookbook Fundraiser



Lions Clubs are well known throughout the world for the services we provide to help people with hearing and vision loss. Nearly a century ago, Helen Keller challenged Lions Clubs to be "Knights of the Blind," and she declared that "the problems of deafness are deeper and more complex, if not more important, than those of blindness. Deafness is a much worse misfortune, for it means the loss of the most vital stimulus — the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man."

Our new Lions Hearing Centers Cookbook was developed to create awareness for the treatment of hearing loss and to provide funding for our Michigan Lions Affordable Hearing Aid and Hearing Screening Programs, which offer affordable hearing care options for Michigan residents.

With your help, we can continue to change the lives of thousands of Michigan residents who need and depend on the Lions Clubs of Michigan and our partners, sponsors and friends for the treatment of the their hearing loss. As a Public Charity, all contributions to the Lions of Michigan Foundation are tax deductible to the full extent allowed by law. We appreciate your support!

Cookbook Order and Donation Form

☐ I would like to purchase _____ cookbook(s) for \$15 each for a total of \$_____.

☐ I would like to make a donation to the Lions Hearing Centers in the amount of \$_____.

Payment Method: ____ Check ____ Credit Card ____ Pay Pal (info@lmsf.net)

Card Number: ____ - ____ - ____ - ____

Expiration Date: ____ CVV Code: ____

Signature: _____

First Name: _____ Last Name: _____

Lions Club or Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____



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 also 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

Alfreda Schmidt Community Center
5825 Wise Rd.—Lansing
Meet in the Senior Center
Mondays, Sept. 26 – Oct. 31, 2022
1:00 – 3:30 pm

Virtual via Zoom
Tuesdays, Oct. 4 – Nov. 8, 2022
1:00 – 3:30 pm

COVID Considerations for in person workshop: Limited to 12 participants. Masks recommended. Additional spacing between participants. Do not attend if you aren't feeling well, have COVID, or have been exposed to COVID.



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



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



DISTRICT 11-C2

Eye-glass Collection Challenge

JULY 1ST, 2022-MARCH 1ST, 2023

1ST-3RD PLACE RECOGNIZED IN THE FOLLOWING CATEGORIES:

1-10 MEMBERS, 11-20 MEMBERS, 21-30
MEMBERS, AND 31+ MEMBERS

REPORTING

* Box and deliver eyeglasses to the state office by March 1st, 2023. The state office is not recording glasses turned in.

- You must fill out the online reporting form, or contact Lion Chrissy Andre so your counts are entered correctly for the challenge.

REPORT ONLINE

forms.gle/FrPgzp1KcsscfxJh6

chrissyandre113@gmail.com

989-627-3808

NEW THIS YEAR!!

CREATIVE COLLECTION BIN CONTEST!!

Get creative! Bring your fun and interesting collection bin with you to convention or send a picture of it to Lion Chrissy by March 1st, we will be awarding 1st-3rd place based on popular vote at the convention!

ALL ABOARD!



IPDG LION TRACY TEMPLE APPRECIATION DINNER

You're invited to celebrate the 2021-2022 Lion Year

FRIDAY, AUGUST 26TH

6:30 SOCIAL, 7:00 DINNER

DUTCH HOLLOW GOLF COURSE

8500 E LANSING RD, DURAND, 48429

Dinner Cost: \$15

Pasta, Green Beans,

Garlic Bread, Tossed Salad

Cash Bar

RSVP TO: Becky Hamilton

bbthebb2004@yahoo.com 517-614-4432

In lieu of gifts Tracy is asking for donations be made to Eversight



District 11-C2

SERVICE PROJECT PHOTO CONTEST

RULES

- Upload photos of your club's service projects using the online form or email to chrissyandre113@gmail.com during the submission period. Service Projects should take place around the same timeframe as each round.
- Photos will be uploaded to the Lions of Michigan District 11-C2 Facebook Page the day voting begins. Make sure you are following us. www.facebook.com/11C2Lions
- Top three photos with the most likes during the voting period will be recognized at the next cabinet meeting.

1st Round

July 1- September 30 - Submit Photos

October 1-October 15- Vote Online

October Cabinet Meeting- Winners Announced

2nd Round

October 1 -December 31- Submit Photos

January 1-January 15- Vote Online

January Cabinet Meeting- Winners Announced

chrissyandre113@gmail.com

[Submit Online
forms.gle/1mzeVeyqZCA7Ldqk8](https://forms.gle/1mzeVeyqZCA7Ldqk8)



FACULTY
DEVELOPMENT
INSTITUTE

FDI

Location: Ottawa, Ontario, Canada

Dates: September 23-25, 2022

Application Due Date: August 4, 2022

The purpose of the Faculty Development Institute (FDI) is to develop and expand the number of skilled faculty available for use in training at the club, zone, district, and multiple district levels.

Participant Qualifications:

1. Applicants should have experience serving as instructors for Lions training events. This experience should include using PowerPoint to support training delivery. (Note: Participants will not be expected to create any materials while at the FDI, but it will be necessary to use PowerPoint and other provided materials for some activities.)
2. Applicants must be willing to commit to a three-day institute, including classroom sessions and meals, and understand that personal time is extremely limited. Attendance at all classroom sessions and scheduled meals is mandatory.
3. Lions participating in this three-day course will be required to conduct a local training event within six months of the institute, in order to complete the FDI.
4. Applicants must be capable of understanding and participating in at least one of the offered languages of instruction at this institute.

Cost of the Institute:

Lions Clubs International will provide meals and lodging according to the schedule of the institute. Please note a non-refundable fee of US\$150.00 is required for participation in this training event. Please do not send fees until you receive a letter of acceptance to the institute. Participants are also responsible for their own transportation and related travel expenses to and from the institute site.

Selection Process:

Because of the high number of applications received, acceptance into the institute is not guaranteed. Qualified district governors will be considered for participation in a Faculty Development Institute only if space is available. All applicants will be notified of selection status no more than three weeks after the application due date via the email address provided on the application form. The Leadership Development Division of Lions Clubs International reserves the right to cancel any institute or language-specific classroom due to insufficient applications submitted by the stated application due date.

Expectations of Lions Who Complete the FDI:

1. Serve as a leadership resource and pursue additional leadership and training roles and responsibilities in their respective zones, regions, districts, and multiple districts.
2. Share their institute experiences with members of their zones, regions, districts, multiple districts, and constitutional areas, and encourage other qualified Lions to apply to the institutes.
3. Utilize your newly acquired skill set to facilitate future Lions Leadership Development events.

Application Procedure:

Submit the completed application form by the application due date in order to be considered.

Application Due Date: August 4, 2022

Email completed form to institutes@lionsclubs.org

Upon submission of the application, senders will receive an automatic reply to serve as a receipt of the application.



FACULTY DEVELOPMENT INSTITUTE

Ottawa, Ontario, Canada

September 23-25, 2022

1. Applicant Information

District Number: _____ Membership Number: _____

First/Given Name: _____ Last/Family Name: _____

Email*: _____ *** PLEASE PRINT - Required information for all institute correspondence**

State/Province: _____ Country: _____

Gender: ☐ Male ☐ Female Month and Year Joined Lions Clubs: _____

Club Number: _____ Lions Club Name: _____

Current Lions Title: _____ Highest position held in Lions Clubs: _____

Select Preferred Language(s) of Instruction: ☐ English ☐ French

If you selected more than one language, please indicate your first choice: _____

☐ I confirm that I am capable of understanding and actively participating through reading, writing, and fluent speaking skills in the language(s) selected above.

Lions Leadership Institutes Previously Attended (Locations & Dates) _____

2. Experience

(Previous training or facilitation experience is not required to apply for the FDI)

1. Have you conducted or contributed to Lions trainings? (List training course names and dates.)
2. Have you conducted or contributed to trainings unrelated to Lions Clubs? (List types of trainings and dates.)
3. Upon completion, how do you intend to use the skills learned at the Faculty Development Institute?
4. Why is this institute of interest to you?

FACULTY DEVELOPMENT INSTITUTE

Ottawa, Ontario, Canada

September 23-25, 2022

3. Acknowledgements

- ☐ I understand that Lions Clubs International is not responsible for personal costs, including but not limited to, those associated with the following: illness, unanticipated or other personal events, lost or stolen property of participants.
- ☐ I understand that participants are requested to carry medical insurance information in the event they require medical services.
- ☐ Participation and COVID-19: Participation at institutes is voluntary. Should any participant test positive for COVID-19 while at the institute and be held to quarantine regulations by the country they are in or the return to their country of origin, any required isolation expenses, including hotel accommodations and meals during this time, will be a personal expense.

Name of Applicant

Signature

4. Signatures

(Applications missing ANY of the required signatures below will NOT be considered for acceptance.)

District Governor* Please indicate reasons why you support this Lion's Application to this FDI.

I understand and agree that in the event the above named applicant is selected to attend and does not cancel his/her registration for the Faculty Development Institute in writing 10 days prior to the institute, or does not attend any portion of the institute, the district will be billed for one night's meals and lodging according to Board policy.

- ☐ I have read and agree to the above cancellation policy statement.
- ☐ I certify that this application has been reviewed and supported by the First Vice District Governor and Second Vice District Governor, prior to its submission.

Name: District Governor

Signature

Email (please print)

Member Number

Date

GLT Multiple District Coordinator* (*For areas without a GLT Multiple District Coordinator, the GAT Area Leader must complete this section.) Please indicate reasons why you support this Lion's application to this FDI.

- ☐ By signing this form, I certify that this applicant has had experience serving as an instructor at Lions training events and is a qualified applicant from my multiple district/GLT area to successfully participate in the FDI.

Name: GLT Multiple District Coordinator/GAT Area Leader

Signature

Email (please print)

Member Number

Date



Explaining Public Relations and Marketing

by Lion Doug Klein

When I was teaching college students, sometime near the beginning of every semester they would invariably ask me what the difference was between public relations and marketing. They – like many people in our Lions Clubs – often assumed that public relations focuses most of its energy on earning media coverage, while marketing (for Lions) focuses on getting new members and donations – mainly through promotion of our service and fundraising activities.

There is some truth in that distinction. However, over the course of each semester, I tried to help my students learn that public relations is more than communications tactic of publicity. Although the two terms are often used interchangeably (leading to some confusion), public relations is a function, not a tactic. Public Relations is more strategic and is about helping an organization survive by building healthy, mutually supportive relationships with all its key publics or stakeholder groups, both internal and external.

Marketing, on the other hand, is more tactical and helps organizations like our Lions Clubs thrive. It does this by obtaining members and resources to provide a set of services that meet the needs of the community in which a club operates. Marketing success is measured largely by new memberships, fundraising, and donations, whereas public relations success is measured by the levels of trust, understanding and supportive behaviors among each public or stakeholder group.

Marketing often takes a shorter term view, working to “make the numbers” for specific objectives of an organization. Public relations – practiced correctly – takes a longer term view, because meaningful relationships require time to develop. One of the best ways I’ve found to help a club expand its public relations perspective is to review and use the Lions Clubs International Service Toolkit called “Developing Local Partnerships.”

<https://www.lionsclubs.org/en/resources/76025097>

Both functions use many of the same tools. Marketing seeks to place news stories about their projects, and public relations sometimes employs advertising to help an organization deliver a message. Both functions draw upon powerful theories and concepts, like branding and positioning. And both functions – done right – enable the outside world to understand the organization while helping the people on the inside know where to focus their efforts. So, your Lions Club will always need to be doing both public relations and marketing activities -- constantly and consistently.



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 dougklein@wowway.com or (517) 775-8601.

Publicity and News Releases

by Lion Doug Klein

Publicity is a communication tactic used to get information out to audiences. It goes out through a “third party,” usually the news functions of newsletters, newspapers, magazines, radio, television, internet, and social media. Publicity is a tactic used by both the marketing and public relations functions of an organization.

Publicity should not be defined as “free advertising.” While you don’t have to pay the high price for “space or time” like you do in advertising, you must still put forth time, effort and incur a small bit of cost to produce publicity. What you give up in message control, you more than gain in credibility and implicit endorsement from a trusted news source.

The most common messages that we need to get out are those about our club’s service projects, awards, donations, fundraising, and other activities. The key to an effective news release is to present information in the most objective way possible to appeal to readers, listeners, and viewers and bring attention to your club and its activities. You will then distribute your news release to internal or external media outlets. Your news release needs to be engaging and newsworthy to gain attention.

Occasionally, external media will assign a reporter or have an editor contact you. This is where media relations skills come in handy. We’ll discuss those skills more another time. Usually, the news folks will just put what you give them into a format that suits their publication or media outlet and pass your information along.

However, that doesn’t mean they will use your releases verbatim (although if well written and targeted, some will). They may choose to toss them, change them, or generally mess things up -- and you’ll need to be able to live with the consequences. Remember you’re not paying for space or time, so you relinquish control. Try to avoid getting snippy or defensive or you will blow your future chances for needed publicity with that outlet.

A news release may be used for many purposes, but we’ll talk about those for external media another time, because that is a bigger topic. Instead, let’s start with the media targeted at other Lions and other Lions Clubs. Those will mostly publicize your club’s events, programs, donations, and fundraising after the fact. Releases to those “internal” media include the ones you send to district newsletters, multiple district newspapers, and other Lion publications.

Format is less important. but for consistency you may use the format you use for external releases. (See the LCI “press release templates” at the <https://www.lionsclubs.org/en/resource/results?topic=6101> webpage.) All you really need to do is simply relate what your club did and provide a photograph whenever possible. Try to identify the people in the photo. Such releases are usually sent by e-mail, since text and messaging are usually not sufficient length-wise, and it is easier to attach photos.

Such internal releases are meant to help build the image of your club in the minds of a particular Lions audience. They rarely contain a “call to action,” but their publication is instead meant to provide ideas and inspiration for other clubs. They may also be used to help you report service and will provide many details and expanded information to better meet those requirements.



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 dougklein@wowway.com or (517) 775-8601.