



**June 2023**

# 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 \(3 Pages\)](#)

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[Deaf & Hard of Hearing Camp 2023](#)

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[Juvenile Diabetes Camp 2023](#)

[Learn about our Lions  
International Leaders](#)

## From the desk of the Governor



As the Lions' year comes to a close, I wanted to take a moment to express my gratitude for the opportunity to serve alongside each and every one of you as your District Governor. Being rooted in service is not just a phrase for us, it is a way of life that we embody with every project we undertake and every person we help.

Some of the highlights for me this year includes starting out the year as District Governor and losing my gavel in the first 10 minutes, not knowing for 2 months that it was Tail twister Lion Kenny who had taken possession of it when my back was turned. I was blessed to have the honor of installing the first 2 Leo -Lions in our district. The Holt Lions invited me to attend a 35 years of Women in Lions celebration by showcasing the women in leadership in our district. At our Celebration of Service event, I was able to recognize some amazing Lions who have brought new energy and ideas to our district as well as remember and honor the Lions who are no longer with us. I was humbled at the amount of love and support I received from the district as I took on the role of Executive Director of Lions Bear Lake Camp, as well as the support during our first ever Polar Plunge as many came out to cheer me on as I jumped into the frigid lake dressed as Wonder Woman.

[Continue](#)



**June 18, 2023**

## Bit of Wisdom



As Lions, we have come together to create a positive impact that will last long after this year is over. My journey is not over as I will be taking on a new role as the MD11 Global Leadership Chair where I will have the opportunity to work with and train future district governors throughout the state.

I am thankful for the friendships that have been formed, the memories that have been made, and the lives we have touched. Together, we have accomplished so much and I am excited to see what we will achieve in the years to come through the leadership of DGE Ted Hamilton and VDGE Carl Cozart.

Thank you for being a part of this journey with me and for your commitment to service. May we continue to be rooted in service and make a difference in the lives of those around us.

Rooted in Service,

*Lion Traci Tribbley DG*

### Durand Lions



Lions Becky Hamilton, Eileen Delaney and Lew Deisler

Durand Lion PDG Becky Hamilton and Durand Lion President Lew Deisler welcome District Committee Leader Dog Chair Eileen Delaney at a recent club visit

### Around The District



June 19, 2023



### DeWitt Lions



Lion George Walter and Cristin Gilpin and Sidney Voss

Lion George Walter introduced Ms Cristin Gilpin and Ms Sidney Voss - from SAFE Center who explained to the Lions the purpose of SAFE CENTER help from Domestic and Sexual Violence Services. They SERVE Clinton and Shiawassee Counties with an Emergency Shelter [Located in Owosso] that has five rooms and can hold upto 12 people [women, children and men]. They provide domestic violence and sexual violence with safety planning, education, goal setting and more. Safe Center also provides specialized legal assistance and information on filing a Personal Protection Order.

They have a 24/7 crisis line every day of the year. Besides money donations they also welcome personal items, toys and gifts.

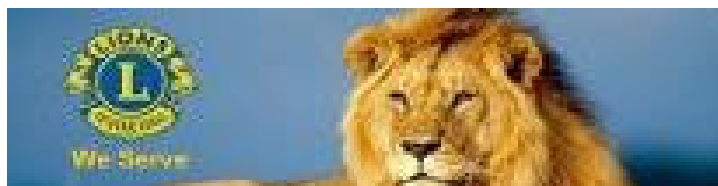
### Lansing Capital Lioness Lions Club

#### Haven House Dinners

You don't need to bring anything, just yourself. The 4<sup>th</sup> Monday of every month is currently scheduled for us through December 2023.

Time 3:30-5:30pm

121 Whitehills Drive, East Lansing  
Parking in the back



## Grand Ledge Lions



Lion Gary Frack

Lion Denny Davis

### White Cane

Committee Chairman Gary Franck and Co-Chair Denny Davis were pleased that Members filled the collection slots with few changes this year and so thankful for the great weather.

Local donors and those traveling through our area were generous as usual, and Lion Gary was especially grateful that local businesses continued to recognize the value of our Members by providing places for collections to take place on these two special days each year.

Many other business owners contributed as well by responding with cash donations. Thirty one Members served a total of 45 ½ hours on Friday and Saturday at the Grand Ledge collection sites.

## Around The District



## Mason Lions



These Mason Lions Club members sure had a lot of fun planting red and white geraniums along the State Street bridge. Thanks to Lions Doug Klein, Lynne Mark, Lorraine Sparks, Jeff Routson, Karen Routson, Dave Scutt, and Cyndi Mark.



## St John Lions



White Cane Sale Wrap-up: The annual White Cane Sale fundraiser was a big success. The weather was perfect, except for a few sprinkles of rain late Saturday, and members of the community were very generous. Thank you to Kroger and Walmart for hosting the club and to the following volunteer workers: Lions Gloria Carnicom, Lannie Fisher, Carrie and Dean Hartenburg, Kenny Kinsey and Stan Murray as well as good friend Cheryl Hickey.

## Bancroft Lioness Lions Club



The Bancroft Lioness Lions were judges at the Durand Railroad Days Beautiful Baby contest. Pictured are Lions Aleta Cozart, Denise Temple and Tammie Terpening





### Bancroft Lioness Lions Club



Bancroft Lioness Lions Aleta Cozart, Denise Temple and Durand Lion Carl Cozart working at a pancake breakfast fundraiser in Byron.

### Around The District



### Bancroft Lioness Lions Club



The Bancroft Lioness Lions club had their first Durand Railroad Days Bingo! Pictured here are Lions Chrissy, Bobbie and Arlinda but there were many other fellow Lions working at the successful fundraiser

### Durand Lions Club



The Durand Lions, Carl Cozart, Ed Hatherhill, Lewis Deisler and (not pictured) Tracy Temple, put their reusable wheelchair ramp up for a family in need! So great to be a Lion!



June 21, 2023

### Durand Rail Road Days



A couple of members of our District Eversight Committee, Lions Tracy Temple and Kay Olson, representing to spread the word at Durand Railroad Days

### Balloonfest Volunteer

"Calling all friends, family, and colleagues – I'm a member of the [Michigan Challenge Balloonfest](#) Committee and I could use your help! We need volunteers to assist with the event the weekend of **June 23-25**. Volunteers are vital to the success of this annual community event. Volunteering is a fun way to meet others, give back to the community, and attend the [Balloonfest](#) festivities. If you belong to an organization or individually would be interested in volunteering for our admission/parking roles, the [Howell Area Chamber of Commerce](#) will donate \$7 per person per hour worked to the organization of your choice. Snacks, beverages, and admission to [Balloonfest](#) are included. Sign up [here](#)!

## LCIF CHALLENGE FOR CHANGE

### Challenge for Change

As was meant by the title, I would like to thank those of you who took the CHALLENGE to make a difference in our communities and participated in the LCIF fundraiser. The following is a breakdown of the jug donations:

A1: \$639.33

A2: \$220.00

B1: \$192.00

C2: \$650.10

E1: \$654.29

E2: \$432.09

For a total of \$2,788.62

In addition we are adding the \$800. Donated at the Michigan Forum.

For a GRAND TOTAL of \$3,588.62

Each District will be credited for what they raised. 11-b1 will be credited for the \$800. Because I made the hats and ran the fundraiser and I am from 11-b1.

Those being given credit for the Melvin Jones are E1, C2 and A1. I will be sending this information to LCIF.

Thank you all for participating.

GST/LCIF rep. 11-b1 Terri Huffman

## GLT Report

Lion Karen Rouston

Well, that's a wrap! On May 5 (el Cinco de Mayo) co-chairs Karen Routson and Brent Beracy held our district's club officer continuing education event, the last official district learning event of the year. People were psyched to be learning in person! We had some social time and some really good pizza. We had mariachi music to add to the "Cinco de Mayo" theme. Even though it was a spectacular spring evening, people came for the learning and fellowship and we had a great time.

And now, a personal note from GLT Chair Karen: As part of my gradual "fade into the background" act, I'm stepping back from leadership roles so that the many talented, younger Lions in the district can take their turn. The district leadership development position will be taken up by Brent Beracy. I just know he will be as amazing in leadership development as he has been in membership.

## Diabetes Path

**Diabetes PATH** is a 6-week interactive workshop designed for individuals with diabetes and pre-diabetes. In this workshop you will learn how to meal plan, decrease stress, improve physical activity, balance blood sugar, make goals, improve energy, and more!

**Where:** ALIVE

800 W. Lawrence Ave.

Charlotte, MI

Meet in the SEEK Room

**When:** Tuesdays, July 11 – August 15, 2023, from 9:00 – 11:30 am

**Free of charge** but donations accepted.

**To register:** Call Tri-County Office on Aging at 517-887-1465





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



## LEO CLUB NEWS



Rockford, Illinois

**REGISTER NOW!** | [leosforum.org](https://leosforum.org)

6TH USA/CANADA

## LEO LEADERSHIP FORUM

Rockford Radisson Hotel  
& Conference Center

**AUGUST 2-6, 2023**



***Dear Lion Leader,***

I would like to share some exciting news with you. The Leos & Lions of **ILLINOIS** are hosting the 6th USA/Canada Leo Leadership Forum on August 2nd to August 6th, 2023 at the Rockford Radisson Hotel & Conference Center in Rockford, IL. **Registration is now OPEN!** This 2023 Leo Leadership Forum will bring Leos together from across the United States, Canada, and the Caribbean. During the course of the week, we have seminars in various areas of leadership and community-organizing as part of our core curriculum toward the diploma earned at this Forum. We also have elective seminars prepared by Leos. It's our goal to also empower our Leos to educate each other in areas of interest to them related to leadership.

International officers will be in attendance as guest speakers which will give our Leos the opportunity to ask questions and learn more about our association and the legacy that our Founder Melvin Jones left for the world. Leos also get the opportunity to network and bond with other Leos, Leo-Lions, Lions, and LCI Staff Members. We provide a full day of fun touring the host city area and a day of community service planned by the Leo Host Committee. We have an Opening Ceremony/Dinner together with a Closing Night Dinner Gala that includes the presentation of diplomas and concludes with an entertaining night of dancing. Our Leos return home more knowledgeable about our Association, the Leo Club Program, and ways to continue building up their own clubs while bringing bright new ideas for service projects and fundraisers. This Leo Forum will help Leos become great leaders ready to serve their community and continue to grow as individuals while feeling proud to be Leos. We welcome Leo Club Advisors, Lions and parents to attend the Forum and enjoy the experience as well.

Please share this email with your Leos and Lions interested in learning more about the Leo Club Program. If your Leo Club is school-based, our team is happy to speak to principals or faculty advisors to better explain our Leo Forum or answer any questions. Our contact information is listed below. We look forward to welcoming all Leos and Lions to Rockford, IL.

Sincerely,

**Leo-Lion Pablo Romano**

*President, USA/Canada Leo Leadership Foundation*

**PCC Pamela Graney**

*Chair, Leo Forum MD-1 Host Committee  
Illinois, USA*

**ONLINE REGISTRATION**

**LEO REGISTRATION FORM**

**LION REGISTRATION FORM**





# LEO REGISTRATION FORM

Radisson Hotel & Conference Center Rockford  
200 S. Bell School Road, Rockford, Illinois, 61108  
**AUGUST 2 – 6, 2023**



## Applicant Information

Name \_\_\_\_\_ Nickname \_\_\_\_\_

Date of Birth \_\_\_\_\_ Gender \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

Address \_\_\_\_\_ Apartment/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

Home Phone \_\_\_\_\_ Leo Cell \_\_\_\_\_

What is your primary language? \_\_\_\_\_

Other languages spoken \_\_\_\_\_

Health/Mobility Conditions \_\_\_\_\_

Health/dietary requirements? \_\_\_\_\_

Hobbies/Talent/Interests/Sports \_\_\_\_\_

Leo Club Name \_\_\_\_\_ District \_\_\_\_\_

Current Position \_\_\_\_\_

**Select One →** ☐ **LEO ALPHA:** 12 to 18-year-old ☐ **LEO OMEGA:** 18 to 30-year-old

Leo Advisor Name \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

## To Be Completed by Parents/Guardian

Father's Name \_\_\_\_\_ Cell \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Lions Member? ( ) YES ( ) NO

Mother's Name \_\_\_\_\_ Cell \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Lions Member? ( ) YES ( ) NO





# LION & LEO LION REGISTRATION FORM

Radisson Hotel & Conference Center Rockford  
200 S. Bell School Road, Rockford, Illinois, 61108

**AUGUST 2 – 6, 2023**



## Applicant Information

Name \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

Address \_\_\_\_\_ Apartment/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell \_\_\_\_\_

Is your Spouse attending? ( ) Yes ( ) No • If Yes, Name \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

What is your primary language? \_\_\_\_\_

Other languages spoken \_\_\_\_\_

Health/Mobility Condition \_\_\_\_\_

Health/dietary requirements? \_\_\_\_\_

## Lions Club Information

Club Name \_\_\_\_\_ District \_\_\_\_\_

Current Position \_\_\_\_\_

**Arrival Flight Information:** *Must Arrive to Chicago O'Hare International Airport (ORD) or Chicago Rockford International Airport by 4:00 PM on August 2<sup>nd</sup>, 2023*

Airline \_\_\_\_\_ Flight Number \_\_\_\_\_ Date \_\_\_\_\_

Departing from \_\_\_\_\_ Departing Time \_\_\_\_\_

Arrival to \_\_\_\_\_ Arrival Time \_\_\_\_\_

## Departure Flight Information

Airline \_\_\_\_\_ Flight Number \_\_\_\_\_ Date \_\_\_\_\_

Departing from \_\_\_\_\_ Departing Time \_\_\_\_\_

## Hotel Roommate Assignment Request

If you plan to share with other Lions, please indicate their names or we will assign someone for you.

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 4 \_\_\_\_\_



## LION & LEO LION REGISTRATION FORM

Radisson Hotel & Conference Center Rockford  
200 S. Bell School Road, Rockford, Illinois, 61108

**AUGUST 2 – 6, 2023**



CHECK OFF (1) OPTION →→→	1 Occupant ( )	2 Occupants ( )	3 Occupants ( )	4 Occupants ( )
Registration Fee	\$100	\$100	\$100	\$100
Guest Room Fee (4 nights)	\$540 (4 Days)	\$270 (Split in 2)	\$180 (Split in 3)	\$135 (Split in 4)
Hotel Meals (4 days)	\$310	\$310	\$310	\$310
Field Trip – Lions Int'l HQ	\$45	\$45	\$45	\$45
<b>GRAND TOTAL</b>	<b>USD \$995 per person</b>	<b>USD \$725 per person</b>	<b>USD \$635 per person</b>	<b>USD \$590 per person</b>

**We will honor Room Occupancy choice depending on  
how many Lions sign up for each category.**

**DEADLINE TO RESERVE HOTEL ROOM IS **JULY 14, 2023.****

Please submit **ALL SHEETS** via **MAIL** or **EMAIL IN PDF FORMAT.**

### Important Notice

1. The registration fee will apply to all attendees.
2. Name tags will be distributed with your Forum registration materials and need to be worn in order to gain admission to all meals, activities and workshops.
3. Payment for registration, hotel, meals, and sightseeing costs must be included with your registration form.
4. Cancellations must be directed to **registration@leosforum.org** or **646-481-3238** with detailed information. For Example: *Applicant Name, District, Club Name, and phone number*
5. Refunds will be sent following the Forum. **Refund request deadline is: **JULY 15, 2023.****

Check payable to **USA/CANADA LEO LEADERSHIP FOUNDATION**

Mail to: **Lion Adina Callender**  
**USA/Canada Leo Leadership Foundation**  
**115-33 198th St, St. Albans, NY 11412 (USA)**

Or Email to **registration@leosforum.org**

If you have any questions, please contact us at **info@leosforum.org** or **646-481-3238**.



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200 S. Bell School Road, Rockford, Illinois, 61108  
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Airline \_\_\_\_\_ Flight Number \_\_\_\_\_ Date \_\_\_\_\_

Departing from \_\_\_\_\_ Departing Time \_\_\_\_\_

Arrival to \_\_\_\_\_ Arrival Time \_\_\_\_\_

## Departure Flight Information

Airline \_\_\_\_\_ Flight Number \_\_\_\_\_ Date \_\_\_\_\_

Departing from \_\_\_\_\_ Departing Time \_\_\_\_\_

## Hotel Roommate Assignment Request

Leos will be sharing rooms with other Leos. We will try our best to honor room request.

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 4 \_\_\_\_\_

CHECK OFF (1) OPTION →→	2 Occupants ( )	3 Occupants ( )	4 Occupants ( )
Registration Fee	\$100	\$100	\$100
Guest Room Fee (4 nights)	\$270 (Split in 2)	\$180 (Split in 3)	\$135 (Split in 4)
Hotel Meals (4 days)	\$310	\$310	\$310
Field Trip – Lions Int'l HQ	\$45	\$45	\$45
LCIF Leo Share Donation	\$20	\$20	\$20
<b>GRAND TOTAL</b>	<b>USD \$745 per person</b>	<b>USD \$655 per person</b>	<b>USD \$610 per person</b>

**We will honor Room Occupancy choice depending on  
how many Leos sign up for each category.**

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**USA/Canada Leo Leadership Foundation**  
**115-33 198th St**  
**St. Albans, NY. 11412 (USA)**

**If you decide to email the registration form, please make sure that the form is sent in PDF Format and properly scanned. You can email the form to:**

**registration@leosforum.org**

If you have any questions, please contact us at **info@leosforum.org** or **646-481-3238**.





Michelle White  
Community Updates,  
Host

This Week's  
Guests

Lions Club International  
Leaders



*IPIP Douglas X. Alexander*



*IPIID Justin Faber*



*PID Gary Anderson*



*PDG Ron Coleman*

Every  
Wednesday  
6-7pm  
(EST)

"Live Streaming on  
All Social Media  
platforms  
Call in Live on air  
WJZZ Cool TV  
313-355-6018 (Est)

*Go to YouTube type  
in WJZZ Cool TV  
-Community Updates*

Topics Discussed...

Arts & Entertainment

Employment

Opportunities

Converse with the

Therapist

Volunteering

Education

And More!



# TAKE THE PATH TO BETTER HEALTH!

**You are invited to participate in a fun, interactive, virtual 6-week workshop that helps participants improve their health and feel better.**

## Learn how to manage your Diabetes

Diabetes PATH is a 6-week workshop designed to provide the skills and tools needed for people living with diabetes to improve their health and manage their symptoms. As a result, people are better equipped to face the daily challenges of living with diabetes.

Living with or caring for someone with diabetes can affect your quality of life. This workshop will give you the support you need to find practical ways to deal with your condition, discover better nutrition, exercise choices and learn ways to talk with your doctor and family about your health. PATH Workshops help participants with ongoing health conditions and their caregivers learn how to...

- Manage symptoms
- Communicate effectively with your doctor and other healthcare professionals
- Fight fatigue
- Build your confidence
- Eat healthy
- Monitor blood sugar
- AND... get more out of life!

### What people are saying...

"The people start to interact and ask questions of each other, giving each other tips on how and where to find answers to their questions. They don't want the workshop to end!"

Programs are made available in whole or part with funding from the Federal Older Americans Act and Michigan Department of Health and Human Services/Bureau of Aging, Community Living, and Supports through the Area Agency on Aging 1-B.



**Attend a VIRTUAL WORKSHOP using Zoom with a tablet supplied by the Area Agency on Aging 1-B! Tablets have built-in internet connection.**

#### Workshop Dates

Mondays

5/15/23 – 6/26/23

No Class on 5/29/23

Orientation session will be held on 5/8/23

#### Time

1:30 PM – 4:00 PM

No Cost; Donations accepted

*Participants will receive the book*

*"Living a Healthy Life with Chronic Conditions"*

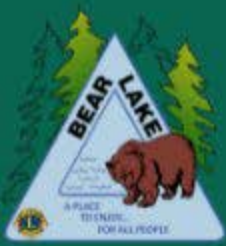
**Space is limited, pre-registration is required.**

**No cost, donations accepted.**

To register, call (833) 262-2200 or email [wellnessprograms@aaa1b.org](mailto:wellnessprograms@aaa1b.org)







**LIONS BEAR LAKE CAMP**



# BLIND & VISUALLY IMPAIRED

## YOUTH CAMP 2023

**JULY 9-15**

Join us for a week long overnight camp for blind and visually impaired youth ages 5-16. Kids enjoy a jam packed week of fun while making friendships, developing independence, and learning life skills.

**REGISTRATION OPENS JANUARY 1st, 2023**

### Activities

- ✓ Archery
- ✓ Outdoor/Indoor Games
- ✓ Arts & Crafts
- ✓ Swimming
- ✓ Team Building/Challenge Course
- ✓ Climbing Tower & Zip Line

### Lions Bear Lake Camp

3409 N Five Lakes Rd  
Lapeer, MI 48446  
[www.bearlakecamp.org](http://www.bearlakecamp.org)



Register Online



**More Information** 810-245-0726 [desiree@bearlakecamp.org](mailto:desiree@bearlakecamp.org)





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





**JULY  
16-22**

Lions Bear Lake Camp

# DEAF & HARD OF HEARING CAMP 2023

Youth Ages 5-16

## Fun Activity Programs

**Archery, Swimming, Boating, Fishing, Challenge Course, Climbing Tower, Zip Line, Team Building, Nature, Evening Programs., and more!**

\*This program is for children who use listening and spoken language as their primary mode of communication, it focuses on building vocabulary and socializing with peers.

## LIONS BEAR LAKE CAMP

3409 N Five Lakes Rd

Lapeer, MI 48446

[www.bearlakecamp.org](http://www.bearlakecamp.org)

**Registration opens  
January 1st, 2023**



**Register Online**

## CONTACT US

810-245-0726

[behnanm23@gmail.com](mailto:behnanm23@gmail.com)





# LIONS BEAR LAKE CAMP JUVENILE DIABETES CAMP 2023

**JULY 23-29TH**

**YOUTH WITH TYPE 1 DIABETES  
AGES 5-16**

**LIONS BEAR LAKE CAMP**

**3409 N Five Lakes Rd  
Lapeer, MI 48446**



**Overnight camping experience for youth with T1D.  
Experience a fun filled week of activities, education, and  
nutrition, while building life long friendships, gaining  
confidence, and acquiring new skills.**

**ARCHERY . SWIMMING. BOATING. FISHING. CLIMBING TOWER.  
CHALLENGE COURSE. ZIPLINE. ARTS & CRAFTS. GAMES & MORE!**



**REGISTRATION OPENS JANUARY 1ST, 2023**

**810-245-0726**

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# Using a Lions Club Editorial Calendar

by Lion Doug Klein

An editorial calendar is a planning tool that helps you organize your marketing efforts. It helps you stay on track with creation, promotion, and distribution of your marketing and publicity materials. An editorial calendar is a visual workflow that helps communicators schedule their work on a daily, weekly, monthly, or yearly basis.

Without a mutually agreed-upon system for planning, writing, and scheduling content, you can find yourself in a pile of missed deadlines. A Lions Club editorial calendar can help you plan your publicity, advertising, social media, website, and any other type of content you produce.

There are resources and templates that may help you get started. Some suggestions often come with the planning tools available from Lions Clubs International. No matter which platform you ultimately want to work out of, a spreadsheet is a good place to start. However, a flowchart may be even more helpful -- as it is tough keeping track of many types of work quickly moving from start to finish on different schedules. Make your editorial calendar easier to interpret by dividing the types of posts or subject matter using different visual cues to ensure you schedule the right content at the right time.

To create your customized Lions Club editorial calendar, you'll need to start by penciling in the dates of your Lions Club's programs, service projects, and fundraising activities for the year. Then work backward to set the dates for when you will start to communicate about the events in each specific medium you choose to best reach your target audiences. Set those dates on your calendar in advance of the event, then figure in production time, deadlines, distribution, etc. Ask yourself:

- Do you have stuff going out every day? Once a week? Finding out how often you release information can tell you how best to visualize your editorial calendar regularly.
- Do you create more than one type of content? If you upload as many videos to YouTube as you publish posts to social media, your editorial calendar will need to distinguish between the two.
- How many people will use this editorial calendar? The best editorial calendars allow multiple people to brainstorm, collaborate, and provide feedback on assignments in real-time — directly on a shared calendar.
- What are the various stages content goes through before it's published or released? How complex is your content pipeline? Is there a review or approval process that each piece of content goes through?

Communicating in advance to build excitement and participation in an event or program is essential. But don't forget about what you might need to communicate while the event is happening. For example, plan to prepare a script and spokesperson for interviews with local TV stations.

Then think about how you can communicate after the event is over. The results of your fundraising, the effects of your service project on the community, or the follow-up to a presentation at one of your Lions Club meetings are all things that are newsworthy. Often, a follow-up article in the district newsletter is a good way to conclude your promotional efforts.

By following these steps, you can create an editorial calendar that will help you achieve your public communication and marketing goals. Here are some additional tips for creating an effective Lions Club editorial calendar:

- Be consistent. For recurring events, publish your content on a regular schedule so that your audience knows when to expect it.
- Vary your content and media from time to time. Try out a variety of formats, such as infographics, videos, and social media posts. Keep doing what works best.
- Use visuals. Images and videos can help to break up text and make your content more engaging.
- Ask for feedback. Ask your members what they like and don't like about your pre-event and post-event content. Use their feedback to improve your marketing efforts.

Audit and adapt your editorial calendar as necessary. It's often a matter of trial and error when constructing the most effective and useful calendar. A successful editorial calendar is a living project that will change as you grow and scale your media strategy.



*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](mailto:dougklein@wowway.com) or (517) 775-8601.*