



March 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

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

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From the desk of the Governor



I had a wonderful time at the Michigan Forum held February 24-25th in Grand Rapids. I was honored to facilitate a session on Being a More Empathetic Lion which included topics revolving around Hidden Disability Awareness and using People First Language. I am looking forward to being able to present this session at the USA/ Canada Forum in Reno Nevada in September and hope to see many Lions from our district attend.

The District Celebration of Service will be held on March 10th-11th at the Comstock Inn in Owosso. During this event we will complete a service project thanks to donations from the Lions Clubs in our district, and we will celebrate the memory and life of Lions members we have lost this past year, as well as recognize many well deserving lions during the Awards Luncheon. I hope to see many of you there, its always a great time of fun and fellowship.

Spring is in sight and with it a time of renewal, growth, and revitalization. The trees and flowers will soon be blooming and the days are getting longer. It's a time for clubs to start thinking of new ideas and ways to serve their communities.

The heart is like a garden. It can grow compassion or fear, resentment, or love. What seeds will you plant there? – Jack Kornfield
Rooted in Service,

Lion Traci Tribley DG

Bit of Wisdom

A bad attitude
is like a flat tire.
You can't go
anywhere
until you change it.

Elsie Lions



Lion Rick Jones, students Abby Thelen, Jordyn Chant, Cassidy Harris, Harris Evans, Willow Evans and Ovid-Elsie FFA Instructor Tracy Hoffman.

At our recent Elsie Lions Club Meeting, Lions Club President Rick Jones presented a \$300 to the Ovid-Elsie FFA in supporting the organization.

Around The District



Charlotte Lions



On Valentine's Day the Charlotte Lions Club brought out the smiles with their donation of 25 toiletry gift packs for women in crises and transition. As you can see the staff at the Siren/Eaton Shelter, Inc. were pleased to have these items for their clients

The Siren/Eaton Shelter serves all of Eaton County with many different programs for people whether they are homeless or victims of abuse. Their needs are many and include virtually any item required for daily living. Please give them a call if you can help out. They would appreciate it!!

Laingsburg Lions



Lion Clyde and Customer

January 19 the Laingsburg Lions put on a free Spaghetti dinner for the community. We served 115 dinners between 5-7pm. Here is a picture of Lion Clyde serving the community before he passed away on Feb. 2, 2023.

Feb. 21 we held another spaghetti dinner and served 150 dinners.



March 17, 2023



Ashley Lions



A Great crowd assembled for the 15th annual Gratiot Lions Tractor race!

The 4 Lions Clubs in Gratiot County (Alma/St. Louis, Ithaca, Ashley, and Maple Valley) held their 15th annual Tractor race on February 18th at PINS in Ithaca. Over 240 individuals from 24 businesses and Lions Clubs enjoyed a catered meal and a night of fun and fellowship as we raised around \$8,000 for Lions projects in our communities.

DeWitt Lions



Lions Eileen Delaney and George Walter

Eileen Delaney who informed the den about Leader Dogs for the Blind. Through the fund raising efforts dogs and training for people in need are provided at NO COST to the recipient. The training program is four weeks long at Rochester Michigan. Eileen has SERVED for nine years with the District Leader Dog committee, hosted four mother dogs and currently has two retired moms. Most Leader dogs work for 9 - 10 years before retiring.

She also presented literature about what to do when meeting a SERVICE Dog and the history of the organization. Her puppy collected \$127.00 for Leader Dog from members present. This will be added to the dens donation of \$150.00 for this year.

Around The District



March 20, 2023

St Louis/Alma Lions



At our meeting, Eileen Delaney was our guest and spoke about Leader Dog and brought a trainer and dog to the meeting.

Guests were Lion Eileen Delaney, Leader Dog trainer Ashley DeCock, and Leader dog Arlo along with club members.

St. Johns Lions



Lion Nancy Presockki



Lion Carrie Hartenburg

A small but mighty group of Lions met on January 12 at Main Street Café to kick off planning for the club's 75th anniversary year. A celebration dinner will be held on November 9. While working through a lengthy agenda, members also took time for a little fun thanks to Taitwister Lion Carrie Hartenburg. Photo left: Lion Nancy Presockki was the lucky winner of the 50/50 raffle and also the door prize - a Tupperware container filled with delicious mints. Photo right: Lion Lannie Fisher looks very dapper in his vintage Lions hat.

Eye Care Mission Request

Lion Dr. Tom Doyle PDG will be going on an eye care mission on March 12-26, 2023 to the island of St Maarten. If you have any District 11C-2 pins or MD -11 pins (any year) you would like to donate, bring them to the District 11C-2 convention March 11. They are used as gifts for the Lions who are sponsoring this mission and any volunteers who my help throughout the event. This is Tom's 13 eye care mission.



Lansing Capital Lioness Lions Club

ATTENTION!

Our Lion's Meeting Gavel has been kidnapped. It was last seen in use by our President Lion Sandy, then it disappeared.

We can only assume it is being held for ransom. It is only fitting that the aforementioned President contribute to the ransom fund until said gavel is returned and makes an appearance at our meeting.

Around The District



Grand Ledge Lions



Lions Brandi Bauer, Doug Burkhardt

At the February 14, 2023 meeting, Lion President Doug Burkhardt had the pleasure of presenting awards to six Club Members.

The Grand Ledge Club was noted for Club Excellence during each year of Lion Brandi Bauer's Presidency in 2021 and 2022.

Lion Brandi also received a Guiding Lion Pin at this time and was sited for her help in the Delta-DeWitt-Ledges Club charter.

Also winning awards for Club Extension were Lions Kim Spalsbury and Dick Sena.



March 12, 2023

Brighton Lions



Lions Ken Hartford, John Pfeffer, Tony Ferreyra

Lions Ken and Tony also presented a Brighton Lions Certificate of Appreciation to fellow club member and past president Lion John Pfeffer. Thanks Lion John for all your generous contributions this past year.

Lions Ken and Tony left Lion George Moses' certificate with his office and promised to follow up soon with him. George was recently in the hospital for two weeks and we wish him a speedy recovery. George was given the Howell Chamber of Commerce Citizen of the Year 2022 Award! Congratulations George!

Ashley Lions



A Great crowd assembled for the 15th annual Gratiot Lions Tractor race!

The 4 Lions Clubs in Gratiot County (Alma/St. Louis, Ithaca, Ashley, and Maple Valley) held their 15th annual Tractor race on February 18th at PINS in Ithaca. Over 240 individuals from 24 businesses and Lions Clubs enjoyed a catered meal and a night of fun and fellowship as we raised around \$8,000 for Lions projects in our communities.



Laingsburg Lions



Laingsburg Librarian and Lion Mike Danek

Donated \$2000 to our Laingsburg Library for online E-Book's through Shiawassee county.

Around The District



March 29, 2023

Holt Lions



Lions Gail Robins and Ken O'Hara

Lion President Gail Robins presented Lion Ken O'Hara with club Excellence Award for his year as President of the Holt Lions Club.

GMT Team

District 11-C2 and the GMT Team would like to welcome 2023's newest members and their sponsors! As new Lions, you'll have the opportunity to make a difference in your community, and the world. Congratulations on making the decision to be a part of the world's largest community and humanitarian service organization. Welcome to the 11-C2 Pride!

Lion Curtis Sonnenberg

Sponsor Lion Bernard Schneider

Bretton Woods Lions

Lion Tonya Madar

Sponsor Lion Mae Luchetti

DeWitt Breakfast Lions

Lion William Barnes

Sponsor Lion Donald Yuvan

Grand Ledge Lions

Lion Brandy Church

Sponsor Lion Gail Robins

Holt Lions

The 2022-23 Lions year is shaping up to be a real winner for service in our district! Every new Lion adds a pair of hands for service, and will lead to even more ideas for new ways to serve in our communities.

Lions of district 11-C2, way to ROAR!!

Lion Brent

Monthly Lions Club International Foundation Newsletter

March 2023

I wanted to start out by giving a shout out to all the clubs and individuals that have donated to LCIF.

As of today, we have twenty-two individuals and six clubs that have donated this year. Please save the date for the next zoom meeting to learn more about the latest and greatest and ask any questions you may have. April 6th at 6:00pm will be our next zoom meeting, please watch for the zoom link as it gets closer. It is important to assign a LCIF coordinator for your club. Hoping to see everyone at the Celebration of Service on March 11th, we will have a table set up with a lot of great information about grants that have been used in Michigan over the years. Please bring your loose change as we will be collecting donations for LCIF. Looking forward to seeing everyone there.

Kurt Stromlund

LCIF District Coordinator

stromlund@comast.net

810-923-4252



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 FOR A REFRESHER ON THE BASICS OF LIONS CLUBS INTERNATIONAL

THERE'LL BE SOME SOCIAL TIME, TOO!

There'll be time for networking, and we'll have Mexican-themed food.
Wear a costume if you like – respectful of the culture, of course!

TIME AND LOCATION INFORMATION COMING SOON!

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



**LIONS CLUBS OF MICHIGAN
Defense Against Diabetes (DAD)
This class is being sponsored by District 11-C2
and is open to anyone in the State of Michigan**

This life changing & lifesaving program was developed to help people with prediabetes. Everyone is welcome to sign up even if you are not pre-diabetic or if you have Type 2 Diabetes. Learn how to live healthier, longer lives with the information and tools provided by this program.

This DAD workshop will be on Zoom
Starting Tuesday, March 21 2023 6:30-7:30 p.m.

- **Lions of Michigan & Lions Club International Foundation is funding this program with your Defense Against Diabetes grant.**
- **There is absolutely no cost for participants.**
 - **You do not have to be a Lion's Club member to register.**
- **Each 1-hour session will meet on Tuesdays at 6:30-7:30 p.m.**
 - **This D.A.D. workshop will be led by Lion Carolyn Jennings.**

Click [here](#) to register for this class.

You can also type WWW.BIT.LY/NKFM-DAD into your browser to register. *Must use all CAPS.*

Questions or Help with the registration process, please contact Ed Bohach ebohach@nkfm.org or 734-222-9800 x 2240

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: _____



Mints For MILITARY

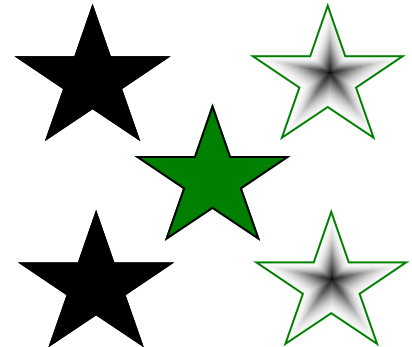
The Lions of Michigan Foundation is proud to recognize the brave men and women serving our nation in the United States military. We have Lion Mints Care Packages ready for distribution,

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:** _____ **Zip Code:** _____

Mints for the Military

550 Peppermint Drops

550 Wintergreen Drops

72 Fizzy Rolls

72 No Sugar Added Rolls

4 Decks of Playing Cards





**BEAR LAKE
CAMP**



LIONS BEAR LAKE CAMP ANNUAL BUFFALO & BOAR WILD GAME DINNER

**APRIL 8TH
2023**

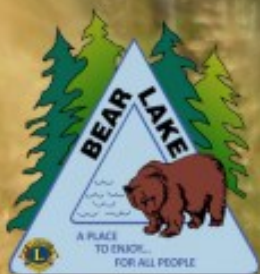
TIME & LOCATION

5:00 PM Doors Open
6:00 PM Dinner
6-10:00PM Program
Metamora Lions Club
3790 N. Oak St.
Metamora, MI 48455

\$50 per person
\$360 Table of 8

Includes:

- Dinner
- 3 Drink Tickets
- Hourly Drawings
- Event Favor



Order your tickets online

www.bearlakecamp.org
under the "events tab"

Tickets also available at:
Metamora Golf & Country Club



For More Information Contact

Event Chair Jack Patton PDG japlapelp@gmail.com 248-535-9011
Executive Director Traci Tribble traci@bearlakecamp.org 810-245-0726

Tickets are limited to the first 250, get yours early!

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**





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 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**



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 _____





*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 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



District 11-C2

Celebration of Service

March 10th-11th, 2023

Comstock Inn

300 E Main St. Owosso, MI

Friday Night

Service Project & Hospitality Room

Saturday

**Vendors, Continental Breakfast,
Memorial Service & Awards Lunch**



**To get the discounted hotel rate of \$85 call the hotel
directly (989) 725-0999 and use code "Lions Club"**

***Due to limited accessible rooms, please book early ***

Reporters Should Interview the Right Spokesperson

by Lion Doug Klein

Congratulations! You've attracted a local TV reporter to come out to cover your Lion Club's next service project. But, when you stop patting yourself on the back, think a bit more about it. When they arrive, who should you have them interview?

It usually is a good policy to have all news releases, media inquiries, and interview requests go through your marketing chair to be sure your message stays consistent. While that same person could also take on the job of getting your Club's message across, it's also the chair's job to help reporters do their job and best accomplish the objectives of your Club. So, the marketing chair may not be the best person for a reporter to interview.

Sometimes your Lions Club president is not the right spokesperson either. If your Club is small and has good internal communication, the president will probably know a lot about most of your activities and service projects -- but maybe not as much as a member who is chairing a particular activity. Reporters looking to convey what makes your Club's events tick are often better off talking to the person with the best information. After all, the results of an interview with the right spokesperson will reflect better on your Club.

So, having the right person to represent your Club is vital to successful PR and marketing. When choosing your spokespeople though, select those you can trust with your Club's image and future. Ideally, the right spokesperson will also be available at a moment's notice to take advantage of any publicity opportunity that can occur.

Get to know the members of your leadership team well enough to assess who would make a good spokesperson in each situation and on each topic -- someone who is not only informed and articulate, but willing to take on the responsibility.

Pick your people and make your approach about being a spokesperson, but don't hard sell them. A particular officer or chair may sincerely not wish to talk with a reporter, and that reluctance will show, defeating the purpose. Instead, they may have a promising member in their group to suggest. That could work out even more favorably by showing that your Club trusts its members up and down the line.

When you have a very big story, it can be advantageous to have more than one spokesperson. But each one plays different roles. The president can handle the big picture while a member closer to the planning and operation of a particular project can communicate the details. The president might also be a better choice for speaking on television or radio, whereas the technical person would be a good choice for interviews in print media.

Of course, there are times when only the president will do for a spokesperson. Crisis communication is an obvious example. The public wants to hear from someone who speaks with authority. A well-informed president will be able to provide the best answers for your key audiences.

Support your Club president and help them build their crisis communication skills. He or she should be able to demonstrate sincerity and transparency when speaking to the media. You want someone who can connect with your stakeholders and who can offer empathy and an apology, if needed.

Apart from a crisis, though, it's a judgment call -- your leadership team's judgment, led by your marketing chair -- as to who will do the best job of delivering your message. For that, you need to do some homework, and you may need to manage internal expectations.

Make sure the Club president and other key leaders are clued in and on board with your efforts, so that they will support you and any fledgling spokespeople. Media training may also be possible. Oftentimes at Lions training events, spokesperson skills are part of the agenda. Even a few sessions for a few members will be time well spent.

Even after you have chosen wisely and made sure your spokesperson has the right tools, you will not be able to exert 100% control over your message in the news media. That's the nature of the publicity beast. But you will have done all that you can -- and that should be all that anyone can really expect!



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.
