



5M4 Newsletter



Time to Serve

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Turn the page to 2021

Merry Christmas and Happy New Year! 2020 has sure been a year that will go down in history for many reasons but as Lions we continue to serve as we have always done. As we turn the page to 2021 please remember to set goals for your club for membership. Of course, we want to grow and hit our District Governor goal of +2 per club and NAMI goals but we also want to maintain our current membership. Remember to just ask someone to attend a meeting with you or Lions event, and they might be your next new member! Continue to plan service projects in and around our communities and remember to report those service hours to LCI. Some other things to consider as we enter the new year is making sure your community sees and hears about your Lions Club. Does your club have a Facebook or Instagram page? Make sure your putting your service projects and events on those pages - its free! Also remember to reach out to your local newspapers to have them run a story on your club or service projects recently done. Lastly, don't forget to mail your Parade of Green donation to Jacque for the convention!



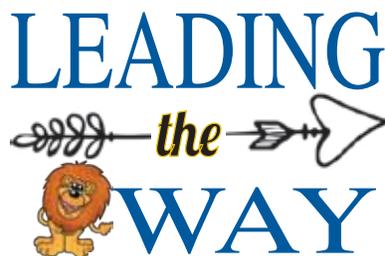
District Governor
Kellie Knudson

With that being said, just a quick reminder that the 5M4 mid-winter convention is quickly approaching! Remember this will be virtual this year and there will be a Zoom meeting link sent to all club presidents and secretaries as well as posted on the 5M4 website: <https://e-district.org/sites/5m4/>. Please consider joining us at 10am on Saturday, January 30th to hear from ID Justin Faber from Michigan, we will have our business meeting during this time and 2nd VP Brian Sheehan will also speak during this time. We have a lot of great speakers that will be logging in to join us! It will be a fun Lions event, everyone is welcome to join from home or get your club together and log in and view on a big screen!

Please remember to stay healthy and safe! I pray the COVID vaccine is readily available to the public soon and we can get back to regular club visits, activities, events and in person meetings soon. Thank you for all you do for Lions and your communities!

District Governor Kellie Knudson

**CONTACT KELLIE
NOW
TO SET UP YOUR
CLUB 'VISIT'!
320-226-4156
OR E-MAIL:
lionkellieknudson
@gmail.com
FORM INSIDE**





**Lion Karla Athman and
1st VDG Lion Marty Athman**

The best is yet to come...

As the Christmas season quickly approaches, I am watching my inbox, text messages, and television fill up with ads for the holiday shopping season. "Buy this.... And she will love you forever more" like who really buys 2 brand new vehicles and puts them in the driveway with bows on them?? Anyway....I thought I would try to encompass these ads into a Lions theme for the Holidays.

HERSHEY'S KISSES CHRISTMAS BELLS :a great example of TEAMWORK. VP Brian has always promoted the T.E.A.M. theme. These Hershey's Kisses show us that we can truly live the Together Everyone Achieves More idea. Alone they can make sounds and music but when they work together they can provide a beautiful melody, much like we as Lions, when we work together we can make significant differences in our communities.

LEGACYBOX:An interesting company that digitizes all your old videotapes. We as Lions always need to remember what our legacy is. How will our communities remember us? I believe that we already have, and will continue to, leave an amazing legacy for our communities. It is up to us to continue the traditions, and expand on those of the Lions who have come before us. What a great challenge for us all as we leave 2020 behind and move forward into 2021!

KOHL'S GIVE WITH ALL YOUR HEART; This Kohl's commercial sees a young girl writing notes to her across-the-street neighbor and displaying them at the window. Set to the music of "The Rainbow Connection" made popular by no other than Kermit the Frog. I see Lions written all over this commercial. Faced with a very strange year for us all, we have adapted to new ways of communication, new ways of getting meetings done, and new ways of serving our communities. We have truly shown "where there is a will, there is a way".

AMAZON, THE SHOW MUST GO ON:This ad revolves around a young girl's ballet that is cancelled, and the whole community rallies together for their sentiment that "the show must go on". What else could sum up this year of 2020? We as Lions have honestly picked up this mantra and taken it to the next level. From top to bottom we have forged onward with the theme "The show must go on"! our community needs are greater than ever and we will be there to help however we can.

COKA COLA "SANTA LETTER" This commercial tells the story of a man who leaves home before holidays to work on an offshore rig. His daughter asks him to bring a letter to Santa. So, he goes on a journey through forests, over the sea and across land to bring it to Santa. Our Lions take on this commercial is that we need to look close to home to see the real differences that we can make. VP Brian has said many times that the NAMI initiative needs to be a club driven initiative. This commercial summarizes that wonderfully. If we can get the club level buy-in we can be a leader in new member numbers. We don't have to look farther than our own communities for those new members. Lets look close to home to see the difference we can make.

XFINITY "THE GREATEST GIFT" This ad shows Santa struggling to finish up 2020. Then the elves reinvent themselves and come up with a new way to "do" Christmas. SO SO similar to how the Lions have had to "Do" this year. Santa sums it up in a terrific line that I think we all need to hear. "This year has been harder than ever," says Santa at the end of the ad, "and yet somehow you all found a way to pull it off. You reminded us it's not all about the toys, the ornaments – it's about the little things."

I am looking forward to an amazing 2021 and I hope that all of you are also. The best is yet to come. Wishing all of you a very Blessed Christmas Season!

1VDG Marty



Looking to the future

With 2020 coming to a close I sit here writing this last article for the year. I am anticipating some exciting and rewarding Lions events in 2021. This first 6 months of being a 2VDG has been pretty low key. I was unable to attend DG training in person due to having Covid. We have not had a lot of opportunity to meet clubs in person. One exciting thing for 2021 is the USA Canada forum is being held in IOWA. The registration is available on line. If you are at all interested, this is the year. The most economical USA CANADA forum in a long time. No flight just a short drive to Des Moines. Get a group and ride share.

Being a Lion has been totally different in 2020. I am the type of person who likes to be busy, I like to help others and be active. I have had the opportunity to talk with a few other Lions outside of my club. The general consensus is now is the time we need Lions more than ever. We need to get out in our communities and be the Lion that leads. Be positive, be Happy and be inspirational. Turn the negativity of 2020 into positivity of 2021. Lead by example, wear your Lions pin with pride. Let the community know Lions are here to help, just let us know where and when. We all know we can't do big projects with large member groups at this time. We can do individual or smaller events with just a couple of members helping out. Now is the time to get out of that comfort zone. Be the positive example. BE A LION.

With 2021 coming fast so is the Midwinter convention. WOW are we working on some exciting events brought to you online. The presidents of each club (that had their officer information properly updated) have received information on some things of the convention. We will be sending out more information here soon. If your club president has not shared this information with you yet. Ask them or contact anyone one of us on the DG team. The DG team along with a great group of volunteers are working on giving you the best Midwinter convention possible. The convention will have a Speech from the International Director, a memorial service, a business meeting, speakers, and the parade of green. The traditional midwinter events just from the comfort of your home. The word traditional makes me think of the parade of green. Traditionally this is an amazing event with a lot of the donations coming in at the convention. This year we need you to send in your donations early. I understand fund raising is down, do what you can for everyone on the parade of green.

Now a quick question from the GLT. With the new year comes new opportunities. I would like some input on how you as members and as clubs would like to have officer and member training. Do you like the district style training where we have two locations throughout the district? Or would Zone style training work better? Where we can do more one on one training. Would you like training to be in person, or online? Would you like to have training videos available on the District web site? This is just one of the questions I am looking for help with. As the District GLT I would like more input from the clubs on what they need or want. Not everyone needs or wants the same thing. I would like to see each club in 5M4 be the best they can be. Example some clubs need help with inputting information on line, Or training a new President, Or just refreshing on Lions. Remember no club in 5M4 is alone. We are fortunate to have an amazing team of leaders, from the GMT's to the PDG's and PCC's. Each and every one of these Lions are more than willing to help answer any questions.

Have a great New Year,
2VDG Lion Rb Wiener
320-241-7100
5m4lionrob@gmail.com



**2st VDG Lion Rob Wiener
and Lion Jo Wiener**



2020-2021 CLUB EXCELLENCE AWARD APPLICATION
Club must be chartered prior to January 1 of the fiscal year to qualify

_____ Date

Club Number	Club Name	District
Member Number	2020-2021 Club President's Name	Email Address

1. MEMBERSHIP

Achieved a net growth of: _____ **or** Chartered new Lions club, Leo Club or Club Branch:
Name of club, or branch: _____

2. SERVICE

- Contributed to LCIF
- Started a new service project. *Consider one of our Global Causes!*
- List Three projects/events hosted by the club:

1. _____
2. _____
3. _____

3. ORGANIZATIONAL EXCELLENCE

Club is in Good Standing: Not in Status Quo or Financial Suspension. District dues paid and no unpaid balance with LCI greater than US\$50 outstanding 90 days or more.

Key Officers participate in one or more of the following leadership training events. *Select all that apply:*

- | | |
|--|--|
| <input type="checkbox"/> District | <input type="checkbox"/> Multiple District |
| <input type="checkbox"/> International | <input type="checkbox"/> Webinars |
| <input type="checkbox"/> Lions Learning Center | |

Improved club operations. Use the Club Quality Initiative to identify opportunities for improving your club.
Improvements include: _____

4. MARKETING AND COMMUNICATION

The club has publicized its service activities through local media or social media. Choose all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Local Paper |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Club Website |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Posted or Distributed Flyers |
| <input type="checkbox"/> Presentations to Groups | |
| <input type="checkbox"/> Other _____ | |

District	2020-2021 District Governor Signature*	Member Number	Date
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Due by: August 31, 2021
Send to: clubexcellenceaward@lionsclubs.org or fax to (630) 468-6828
Awards Mailed to: 2021-2022 District Governors

*If sent from district governor's registered email, it qualifies as signature on applications submitted electronically.

Request for review of award eligibility from a disqualified club will be considered only if received at International Headquarters within 12 months after completion of the fiscal year, provided that the original application form is already filed at LCI.



Mn Lions Childhood Cancer Foundation Inc.

Believe Award

Application

Club Name _____

Address _____

City _____ State _____ Zip Code _____

Recipient:

Name _____

Address _____

City _____ State _____ Zip Code _____

Please check:

_____ Memorial Donation \$1,000.00, given in memory of a deceased Lion or non-Lion.

_____ Cumulative Award - Accumulated gifts over time resulting in a \$1,000.00 donation.

Mail or Email Application to:

Lion Genia Sjerven
14496 Geneva Ave N
Hugo MN 55038
sjerven@gmail.com

Mail Award to: Name _____

Address _____

City _____ State _____ Zip Code _____

SPICER SUNRISE LIONS CLUB 

2021 Spicer WinterFest Raffle

Only 1500 Tickets Sold!

\$500 Ticket

First Prize: \$1000 CASH

Second Prize: \$500 CASH

Other Prizes:

- \$200 Gift Card from Zorbaz
- \$200 Gift Card from Teal's Market
- \$100 Gift Card from Spicer Super Stop
- \$100 Gift Card from Mel's Sport Shop
- \$100 Gift Card from O'Neil's
- \$25 Gift Card from O'Neil's

Need not be present to win. No other purchase necessary. Must be 18 years or older.
 Permit # X-32170-21-014 • Sponsored by Spicer Sunrise Lions Club, Spicer, MN

Drawing to be conducted January 30, 2021
**Tickets Available at: Mel's Sport Shop,
 Granite Community Bank,
 from Lions Club Members or call 320-212-5600**



Wanted: a 2nd Vice-District Governor Elect!

Should it be YOU? Contact Kellie, Marty, or Rob

5M4 NEWSLETTER ARTICLE - JAN. 2021

KidSight Program Update

The Lions MD5M KidSight Foundation has its own new webpage. The address is www.kidsightmd5m.org. Please write down this website address so you will be able to access it in the future. As this is a new website there will be many new features to be added in the future. The important information that is currently available is the KidSight resources page. Here you will find downloadable copies of all the key information, forms, sample letters, and updated report forms that are needed for your club to conduct KidSight eye screenings. The sight also has added covid-19 policies and waiver forms that are currently applicable. I also want to note that Covid-19 supplies have been purchased for club use.

Current KidSight equipment handlers in the District are Rob Wiener (Sauk Center Lions), Jim Olson (Atwater Lions), and Donn Winckler (Willmar Noon lions). I am looking for someone from the western side of the district to take the two camera kits from Willmar. Please remember to contact me to begin the process of reserving and getting the KidSight equipment. I keep a calendar to be sure that equipment is not double booked.

With the difficult year of fund raising, I know Lions clubs have less opportunity to provide funds to Lions worthy causes, but I hope your club will remember the MD5M KidSight Foundation if you are able to give to this year's Parade of Green event. Remember that when a club reaches a cumulative amount of one thousand dollars, they are eligible to award the KidSight Foundation's Sight Saver Award/plaque.

Lastly, I encourage Lion Club members who participate in conducting KidSight eye screenings to go to the KidSight USA website to read through their KidSight materials, watch videos they have, and go through the process to become a certified KidSight screener. If enough Lions are interested (a minimum of 10) there are two members of the MD5M KidSight Foundation that are willing to do virtual training to prepare individuals for taking the online test to become certified. I have become certified, and this test is not too difficult for those who spend a little time reviewing the materials provided. Please contact me if you would be interested in getting enough of Lions from 5M4 together to arrange a virtual training event.

Donn Winckler, 5M4 KidSight Director donnwinckler@gmail.com





District 5M4 Lions Virtual Mid-Winter Convention Saturday, January 30, 2021



Leading the way - Time to Serve!
Live Business meeting at 10:00 AM

Welcome by District Governor - Kellie Knudson

Guest speakers:
International Director - Justin Faber
International 2nd Vice President - Brian Sheehan

District Updates **Guest Speakers** **Special Awards** **Election Results**

**Club secretaries,
watch your mail!**

**Parade of Green
details and voting
materials will be
sent to you shortly!**



Visit e-district.org/sites/5m4/ for the virtual convention link and updates!



Members of Buffalo Lake and Hector Lions Clubs were busy helping Renville County Santa's Closet distribute Christmas gift totes to 19 area families. The totes contained essential items such as caps, mittens, scarves, and toilet paper, as well as children's toys. Buffalo Lake Lions (l-r) Michelle Mortenson, Erika Zanoth, Susan Krumrey, Pam Kottke, Janel Skolberg, Brad Krumrey and Hector Lions PDG Curt Hollan and Teri Hill.



BUFFALO LAKE AND HECTOR LIONS

5M4 CONVENTION

MEMORIAL SERVICE

It's time to start promoting the next Mid-Winter Convention.

Bob Knutson is in charge of the Memorial Service. It's important that your club needs to send obituaries and pictures to him by e-mail asap please.

Send info to Bob Knutson at lionbobbyk2017@gmail.com.

2021 MD5M Convention

The 2021 MD5M Convention is just around the bend! District 5M-2 invites you to join the jamboree at the Mankato Event Center, Mankato, MN, April 30 through May 2nd, 2021. Save the date, as District 5M-2 prepares for a weekend that is guaranteed to entertain you with festive music and inspire you with our speakers. District 5M-2 will also plan on a virtual convention as an alternative to unforeseen events.

More information on the hotels and registration form can be found on the 5M2 Lions Facebook page or at www.lionsmd5m.org. Registration and meal packages range from 0- \$130.00 per person. Information on the site will be updated periodically.

Along with all of the fun and festivities, a raffle room will be available and co-hosted by the MN Lions Childhood Cancer Foundation and the MN Lions Diabetes Foundation. There will be speakers from the University of MN on Childhood Cancer, Lions Gift of Sight, MN Lions Hearing Foundation, and a speaker from Leader Dogs.

In addition to the usual business happenings of the convention, service projects will be included. Your help is always appreciated in making Service Projects a success. The MD5M convention host committee plans to focus on a few projects of need. More information to come! District 5M-2 hopes to see you at the Bend in the River III 2021 Convention!



PUT YOUR EVENT ON THE 5M4 WEBSITE!

Please let us know if you'd like us to post your 5M4 club event.

Send to patrickposl@gmail.com

Lion Kellie Knudson

District Governor 5M4

4171 340th Ave

Montevideo, MN 56265

Cell: 320-226-4156

E-mail: lionkellieknudson@gmail.com

Visitation requests are preferred for August through mid-

December and early January through late March. Two or more

clubs working together for a joint visit would be appreciated.

Lions 5M4 2020-2021 Request for Club Visitation by Lion Kellie Knudson

Lions Club Name: _____ Today's date: _____

Lion requesting the visit: _____ Phone #: _____

Email: _____ Dates of preference: 1st: _____ 2nd: _____

Time of social, if held: _____ Time of meeting: _____ Will there be a meal: Yes ___ No ___

Name of meeting location: _____

Address of meeting location: _____

Will there be other Lions Clubs represented? If so, please list: _____

What time will be best to meet with the executive officers? _____ Before the meeting would be preferred.

Would you like any of the following done?

District Governor Dress Code

1. Install Officers: Yes ___ No ___

Formal, in uniform: _____

2. Install Members: Yes ___ No ___

Casual, in comfort: _____

3. Present Awards: Yes ___ No ___

Spouse able to attend: Yes ___ No ___

4. Other, Please List: _____

Please mail this request form or email it to the appropriate address above. Thank you!

The date will be confirmed after checking the schedule and the requesting Lion is notified.



Greetings and Happy Holidays,

We are highlighting a lovely children's book, written by a Minnesota mother whose child has hearing aids. She is helping her daughter want to fit in but knowing that having a disability made her different. Lion Jerry Amiot, 5M10 trustee has helped in promoting the book.

Hearing Foundation Publicity Committee



ten by a
struggled
different.
moting the

About the Book

The author Becky Cymbaluk decided to write "Super Kena" when Kena was a toddler. She searched the internet to find a book about a child with hearing aids but they were hard to find. Most of the books had animals with hearing aids in them. So, she decided to write her own book for Kena and that's how Super Kena – A Girl Made Fierce with Hearing Aids came about! It's meant to empower children like Kena but also other differently-abled children who get teased and only want to fit in. The book touches on children with glasses, diabetes, who stutter, who have peanut allergies, with asthma and who are in wheelchairs. Together, they use their super powers to make a difference in the world by spreading understanding and acceptance . . .

one classroom at a time.

Product Details:

Cost: Hardcover - \$14.95 plus tax

Ebook - \$2.99 plus tax

Description: 9"x 9" colorful hardcover book with heavy stock paper that make the book durable and child friendly; 32 pages of original illustrations with multicultural boys and girls; American Sign Language alphabet is included for children to learn and decipher a puzzle on the back cover.

Target Audience: Super Kena – A Girl Made Fierce with Hearing Aids is geared to children ages 4 to 8 years old. It would make a great ENT or Audiologist doctor's waiting room book, for anyone that knows some who's hard of hearing, or for differently-abled children that only want to be included and help others understand and accept them better."



"Presentation of a "Super Kena" book by Lion Jerry Amiot to Sheila Capistran, the Climax Branch Librarian, with the Lake Agassiz Library System based in Moorhead, Minnesota."



LITPC YOUTH SCHOLARSHIP INFORMATION

The Lions International Trading Pin Club (LITPC) has announced for the 2020 - 2021 school year that there will be 3 US \$2,500 scholarships awarded. Graduating Leos OR graduating sons/daughters, grandsons/granddaughters of Lions or Lioness are eligible to apply for the LITPC Youth Scholarship. The LITPC goal is to help our future leaders and give students a financial helping hand. This program started in 2012. Recipients have been from Georgia, Iowa, Louisiana, Minnesota (2), New York (2), Ohio (3), Oklahoma (2), Pennsylvania (2) and Virginia (3). The 2021 recipients will be announced at the LITPC Pin Traders Annual Breakfast in June, 2021.

Selection of the scholarship recipients will be based on academic achievement, an essay stating the student's goals, a statement of reason(s) for applying and an overview of work, community and school service, and letters of recommendation.

The current forms for the scholarships are available on line at www.litpc.org. In the right column, click on LITPC Scholarship Information. Then click on Scholarship Application Form. Please follow the instructions, fill out ALL the forms neatly and correctly which includes the 4 essay questions (in 350 words or less) and the question about scholarships that you have been offered along with submitting a certified copy of your high school transcript including activities. Plus you also need to attach recommendations from 2 persons (i.e. teacher, coach, clergy, employer, etc.) AND attach a recommendation letter from a Lions Club member indicating the name of the Club and state/province and country in which the Club is located.

ALL forms and letters are to be submitted

by MARCH 1, 2021 to:

Lion Bill Guthrie, Scholarship Chairman bmguthrie9@q.com #763-786-8072

You can either email me your application OR call me and I will give you my mailing address.

Thank You and Good Luck to all!!

The LITPC takes great pride in fulfilling the motto of Lions Clubs International,
"WE SERVE"



Spicer Lions Bob Knutson, Jean Ruter, and Gary Lagerstedt present \$1000 to Chasity Ommodt, director of the local charity the LINK.



Elbow Lions deliver over 200 meals

The Hans House put together over 200 Christmas meals and the Elbow Lake Lions Club delivered them last Saturday to residents all around Elbow Lake. This was part of the Santa Day 'safe' events held this year. The meal was just 9.50. The "tips" will be used by the Lions for community projects this year. Wow!



LCIF = Our Lions Foundation - Donation Information Campaign 100 started July 1, 2018

- * Our district 5M4 targeted is to do our part for this 3 year campaign matching with the 100 theme:
- > 100 percent participation
- > \$100 average per club member per year with personal and club donations going into the average
- * Easy ways to donate are:
- > Go to web address: lcif.org and set up ACH bank account or credit card automatic giving
- > Go to lcif.org and donate with credit card

Mail with attached form to
Lions Club International Foundation, Dept 4547, Carol Stream, IL 60122-4547
 or give to your president, secretary or treasurer
OR: Give or mail to: 5M4 Foundation District chair Craig Schellberg, 6233 97th Ave NE, Spicer, MN 56288. Phone/text: 320-894-6843 email: spicerlioncraig@gmail.com

For technical help: Phone 630-203-3836 or email: donorassistance@lionsclubs.org

Please Detach this form and include with donation

Date: _____

Name: _____ **Member #** _____

Address with town:

Donate to: ___ **Empowering Service = Area of Humanitarian greatest needs**
 (pick one) ___ **Disaster Relief**
 ___ **Half & half**

Donation amount: _____ **I plan to give this amount:**
 (pick one)
 ___ **One time**
 ___ **Monthly**
 ___ **Yearly**

I would like to receive a recognition pin (minimum \$50 donation): yes___ or no ___

Thanks for giving to Campaign 100 for others in need!



The Buffalo Lake and Hector Lions Clubs and Swedlanda Lutheran Church came together to package Thanksgiving baskets for those in need this holiday season.

With a few dividing the food and others waiting outside to deliver, we have made 16 families very happy!

