

MANE EVENTS

in District 25-G



March, 2015
Volume 8 Issue 9

March 7th
District Convention 9:00 a.m.
Argos United Methodist Church

March 13th,
Lakeville—Spaghetti Dinner
Adults: \$7, Child: \$3
4:- 7 pm at the Newton Center

March 13th
Somerset—Euchre Event
\$10.00 admission
Summerset Comm. Bldg.
6:00 Registration, 7:00 play begins
Cash prizes

March 21st
Grass Creek Fish & Chicken Supper
At Grass Creek Fire Station
Adults: \$9.50, Children: \$5.00
4:30pm –7:30pm

April 3rd
Lakeville Good Friday Fish Fry
At the Newton Center
Adults: \$8.50 Children: \$4.00
4:00—7:00 pm

April 11th
Pierceton Soup Lunch/Bake Sale
11:00am—1:00 pm
Free will donation

April 24-26th
State Convention
Columbus, IN



Community Eye Screening For Children

Vision Screening Grant Received

Our district received confirmation and a check for \$2,385 from the Indiana Lions Foundation for our recent grant request. The funds are a share of a gift from Saving Sight Indiana to the Indiana Lions Foundation, which provided funds to districts that met application guidelines.

Accordingly, the district will be making funds and materials available to Lions clubs that implement plans to expand vision screening beyond any KidSight vision screenings already in place. Screenings in 1st, 3rd, 5th and 8th grade have recently been mandated by the Indiana Legislature and there are opportunities for Lions Clubs throughout the state to partner with local school corporations and provide screenings at no cost to those schools.

The vision screening grant will initially fall under the district's Operation KidSight Committee. Requests and questions should be submitted to Rose Russell, chair of that committee.

From the Gov-

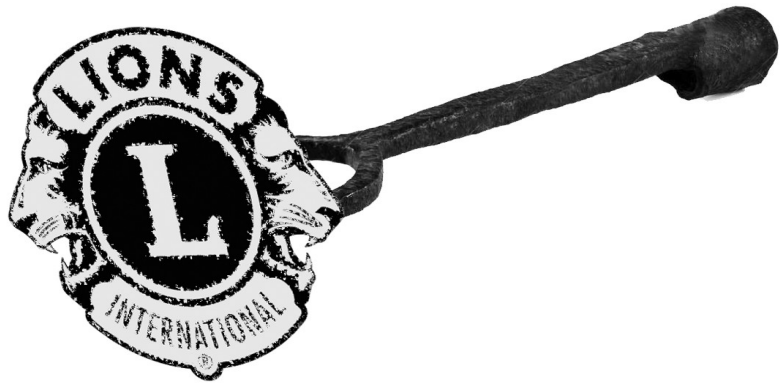


Branding your Lions Club

Branding is being touted as one of the most important aspects of any business, large or small, retail or manufacturing, and especially among the nonprofit world such as clubs and organizations. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does 'branding' mean? How does it affect Lions clubs in today's world?

Just like the cattle farmers of yesterday (and many still today!), the use of a brand on the animal's hide denotes 'ownership'. But it also is used to serve as a guarantee to the purchaser that this animal comes from a particular background and that it preserves a level of quality that the owner (ranch, or whatever) has guaranteed over the years.

That brings us to how Lions Clubs need to pay attention to the branding process. Since our humble beginnings in 1917, Lions Clubs have differentiated themselves in their respective



communities through their service projects. It used to be enough to mention Lions and nearly everyone had a pretty good idea of what you were all about. If you were to stand on the street corner today in your community, how many people would have an accurate idea of what you're doing? Is your club known for what it's doing, and not just what you're selling to make those projects possible?

We need to continue 'branding' our organization, giving the community reason to believe that we will continue to be the maverick in service work, responsive to needs as they arise. Sure, the Lions logo, nearly identical to the original one selected at our beginning, serves as the 'graphic', the icon for people to recognize and be comfortable when seen on or with our members. The foundation of our brand is our logo, used to identify our websites, wearing apparel, and other promotional materials. But it doesn't make up our 'brand'.

Our 'brand strategy' is how, what, where, when and with whom we communicate and deliver our messages. Where we advertise (promote) is part of that strategy. Our distribution channels (i.e. where we provide service) are part of our brand strategy. And what and how we communicate visually and verbally are also part of our brand strategy.

A study to find the most 'valuable' brands in the world revealed that Apple, Microsoft,

Google, Coca-Cola, IBM, McDonalds, Nike, and General Electric are among the most recognized. All are giants in their respective fields, but they also adhere to one important element to assure they remain on top in the minds of consumers- **CONSISTENCY**. Each devotes millions of dollars to preserve their brand images and to assure that each and every product is worthy of the name of its producer. All the aforementioned contract with successful athletes and business people to serve as spokesmen, blending the success of those individuals with the reputation of the products. Can you think of anyone who has ever visited the Masters' Golf Tournament coming back without some souvenir sporting the Masters' logo? And to protect the integrity of their brands, each pay attorneys huge fees to assure that their 'brand images' aren't improperly copied and attached to cheap, knock-off products.

You can begin the branding process in your club. Do a simple search on the internet for 'branding' and see hundreds if not thousands of articles to help you. You don't have to master the subject of branding, but you need to identify and organize your material before attempting to develop a strategic plan. A famous brand designer is quoted, "Cowboys all know you can't brand nuthin' till you tie three of its legs together". A great start to branding your club is to participate in the Club Excellence Process. The time is now!

Share YOUR Success with Others!

Have you had the opportunity to talk about Lionism to another civic volunteer? Yes, dare I say the words...Kiwanis or Rotary? We all tend to make a tongue-in-cheek comment when another group may be discussed, or insist that our Tail-Twister fine the Lion who utters a breath with those other club names, but let's focus on what really counts. MAKING A DIFFERENCE!

I found myself talking with a couple local Kiwanis members at the South Bend Farmer's Market, as they were asking for donations for their small bags of peanuts. I was happy to donate and support their important fundraiser, so that they too, could continue making a difference to our community.

It's time we all celebrate how much of an impact we have and the achievements we've made this year. Are there areas for improvement? OF COURSE! Are there areas that make you proud? Do you share that Lion Pride with your local media? If we're looking to increase our membership, having positive press coverage of how your club makes a difference helps reinforce your message even BEFORE you talk to someone one-on-one. The rule of thumb for advertising is that it takes seven times to hear the same message to hear the WHOLE message. Be one of those seven times!

For example, those thirty-second "quiet" times in an elevator. Don't be one of those people who stare at the elevator doors or the floor numbers overhead...introduce yourself! Find out what their interests are and how you can tie it in to your club's activities. Are they new to the community? Invite them to your meeting! Are they a business leader? Ask them who at their company can represent their company.

So, what about you? Are YOU looking to meet more Lions? When was the last time you attended a District meeting, or thought maybe you'd attend the State Convention? Life is TOO short for the "shoulda, woulda, coulda's!" Ask a friend in your club, ask two or three...put together a fun road trip and meet more Lions from District 25-G and across all of Indiana.

It's our numbers that make the biggest difference in our communities. We Serve...TOGETHER. So, join us in Argos, for the District Convention on March 7th, and at the State Convention in Columbus from April 24-26. Find your way there, find new friends, and especially find out how to share ideas and achievements with your fellow Indiana Lions. Not only do We Serve...we SHARE!

2nd VDG Peg VanNevel

USA/CANADA FORUM TO BE HELD IN GRAND RAPIDS, MI



Registration will begin in April via the Forum website at www.lionsforum.org. NOTE: There will be no on-site registration for this event, so if you want to participate, you must register in advance.

Have you ever wandered around a convention center trying to find the right room for your seminar, finally making it to the room just time -- only to find yourself in the wrong place? Well, this year, there's an app to help prevent that! The GRAND Forum will have its own mobile app, available for iPhones, iPads, and Android devices. It will have details about each seminar and presenter, detailed maps of the facility, and will allow you to customize your schedule while attending the Forum. This app will be available in April -- you will find details about it on the Forum website.

Most people hate standing in line. While that's usually true at the Forum, this year will be lots more fun. Before the doors open for dinner on Thursday and Saturday nights, there will be some really great pre-show entertainment. Each of those nights the entertainment will begin at 5:30.

On Friday, there will be series of special seminars geared toward campus clubs and involvement of younger men and women in the Lions movement. There will also be special activities on Friday night for those younger members.

Information for Clubs Regarding Nominations and Elections

Nominations and Elections: March is the month when your club's Nominating Committee should be meeting to propose a slate of officers for the 2015-2016 Lions year. Elections should be held by April 15 and your officers reported on the MyLCI website by May 1. Either the club secretary or president can do this. Be sure to click on the 2015-2016 term of office before reporting each officer for next year. All information for your president, first vice president, second vice president, secretary, treasurer, and membership chairperson should be reported. Your club's directors can also be reported if you choose.

It is important that each officer's information is updated before you file the report. You will need officers' birth years in order to update their information. Please make sure names, addresses, phone numbers, spouses' names and e-mail addresses are correct. It is very important that e-mail addresses for all officers are included and correct. Most communication is now done by e-mail and your officers will not receive that communication if their e-mail addresses are not known or are incorrect.

As you report each officer for next year, be sure to click "save" before starting to report the next officer. Before you log out, click on "Club Information" and check to make sure the correct days of the month and meeting times are recorded along with the place and address of your meeting place.

Once you have finished, click on "Reports" and then "Lions Club Officer Report for Next Year." Save the report to your computer and then e-mail it as an attachment to DG Marty Juel at marty@martyjuel.com and 1st VDG Vic Fischer at superduper826@aol.com so that he can get a head start on his directory. The report will not include spouses' names, so when you e-mail the report to them, please include in your cover note the names of the spouses of each of those officers.

Convention Voting: At our district convention on March 7 each club in good standing with Lions Clubs International and District 25-G shall be entitled to 1 delegate and 1 alternate for each 10 members, or major fraction thereof, who have been members of your club since February 1, 2014. In addition, each PDG who is a member in good standing of a club in good standing in 25-G has one vote independent of his/her club's delegate quota. If you have a question about the number of delegates your club has, please contact me. If you will have more present at the convention than the number of delegates you are entitled, please send me the names of those who will serve as delegates and alternates. Otherwise, I will certify the first ones to arrive.

E-Mail Addresses: If you change or have changed your e-mail address please send it to me at ahaffner@kconline.com and to PDG Paul Russell at pdgpaul25g@gmail.com so that you will receive the district newsletter and other district communications.

Please do not hesitate to contact me by e-mail or at (574) 457-3054 with any questions or concerns you or your club officers have and I'll do my best to help in any way I can. Thank you for your cooperation this year and best wishes to each of you and your clubs as you successfully complete these last 4 months of the 2014-2015 Lions year.

CS PDG Ann Haffner



PLYMOUTH LIONS CLUB INDUCTS THREE NEW MEMBERS IN FEBRUARY

Pictured Left to right:

New Members Rose Swartz, Rebekkah Peacock, Alicia Torres, New Member Sponsor Ken Lukenbill, New Member Sponsor Manny Guerrero, and 1st Vice District Governor Vic Fischer



DUNLAP LIONS CLUB FEBRUARY MEETING

Upper Left: Lion Merv Bontrager and Lion Nancy Thompson at the induction ceremony for Beth Krehn (center) to the Dunlap Lions Club on February 19.

Lower Left: At the Dunlap Lions Club February program eight members from the club who went on the 2014 Mexico Eyeglasses Mission presented: From the Collection Box to Mexico. Club members were invited to experience first-hand some of the steps involved in preparing eyeglasses for the mission. Here Lion Morris Davi (seated) (standing left to right) Lions Sharon Bontrager, Bill Douwsma, Linda and Bill Smith participate in the sorting process.



PDG Paul Russell Participates in Eyeglass Mission to Haiti

In February, 2015, PID Joe Marcheggianni of the Carmel Lions Club and Lion Ron Hinshaw of the Tipton Lions Club led an eyeglass mission to Plaisance, Haiti. This was a follow-up to the February 2014 mission to nearby Pilate. These were the first eyeglass missions in this area by any organization since 1983. These missions were organized at the request of the Haiti Environmental Support Program (HESP), a faith-based organization in Kokomo. Other members of the mission team were: Lions Becky Farrington, Linda Drake, and Phil Drake of the Kokomo Area Lions Club, PDG Paul Russell of the Lakeville Lions Club, Lions Collette Anderson and Deb Lawrence of the Cheshire (CT) Lions Club, HESP founder and director Doug Vaughn of Kokomo, and HESP volunteer Anita Upchurch of Kokomo. The mission team provided eye exams and eyeglasses for more than 1,500 men, women, and children during the five-day mission.



Upper Left: PID Joe Marcheggianni uses an auto-refractor to examine a young man's eyes.

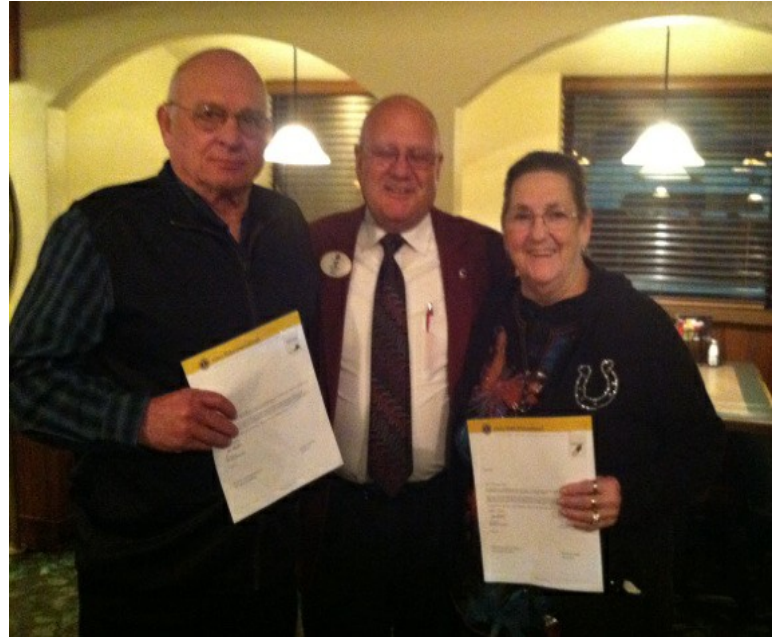
Upper Right: Lion Phil Drake uses a hand-held refract keratometer to examine a boy's eyes.

Left: Mission team members and local interpreters work together to provide each client with a pair of eyeglasses that best meets the client's needs.



← Lion Bob Feitz Receives W.P. Woods Fellowship

Pictured is Lion Bob Feitz of the Lakeville Lions Club having his Melvin Jones Fellowship pin pinned on him by his wife Lion Sharon Feitz. Lion Bob was presented with a W.P. Woods Fellowship at the February Dinner Meeting.



At Pierceton's Valentine Dinner held on February 10th, Lions Jack Phillips and Bev Reid were honored for their years of service to Lions. Lion Jack has been a member for 30 years and Lion Bev has been a member for 25 years. Pictured left to right. Lion Jack, DG Marty, & Lion Bev.



← School Aged Vision Screening Project Presented at Lakeville

PDG Charlie Short and PDG Pat Short of the Lafayette Lions Club were the guest speakers at the February dinner meeting of the Lakeville Lions Club. PDG Charlie and PDG Pat described the school-age vision screening project which is now in its fifth year of operation in District 25-C. Several Lions Clubs in District 25-C provide visual acuity testing in several school corporations. This project enables the schools to meet the requirements for state-mandated visual acuity testing. In this photo, PDG Charlie demonstrates the use of a hand-held chart to test near acuity.

Welcome New Members

During the month of January, 5 clubs in our district added 7 new members. We welcome these new Lions and commend their sponsors for inviting them to join the GREATEST SERVICE ORGANIZATION IN THE WORLD. Sponsors, remember this is only the first step in your responsibility. Please be sure to involve your new Lion in all club activities.

Argos Lions Club

Member: Robert Vale
Sponsor: Jerry Gates

Atwood Lions Club

Member: Jim Cooper
Sponsor: John Anglin

Elkhart Lions Club

Member: David Weinland
Sponsor: Terry Vantine

Osceola Lions Club

Member: Dwight Ward
Robert Mark

Syracuse Lions Club

Member: Rod Kaufman
Sponsor: Barbara Grumme

Member: Sandra Mignery
Sponsor: Charles Haffner

Syracuse Lions Club

Member: Mark Mignery
Sponsor: Charles Haffner

Completion of Service

John “J” Herrold passed away on February 5, 2015 at the age of 80. Lion J was a 42 year member of the Grass Creek Lions Club.

David Griffey passed away on February 4, 2015 at the age of 76. Lion David was a 38 year member of the Rochester Lions Club.

District Directory Changes

New Address: PDG Nelson & Lion Delia Nix
6306 Highland Estates Dr.
St. Louis, MO 63129

Phone Number Correction for Culver President Susan Elizondo: 574-542-2441

Lions State Convention Is Just Around The Corner!



“Celebrate the Pride” at the Indiana Lions State Convention, April 24-26, 2015 with our honored guest, International President, Joe Preston. The state convention offers a time of fellowship, motivation, learning, and understanding our state organization. It is a time when Lions from all seven districts come together to make new friends, and renew friendships. Everyone will leave with more knowledge than they had before.

The convention will be at the Clarion Hotel and Conference Center in Columbus, Indiana, just a short distance down the road. District 25-F and the Clermont Lions Club are the hosts for this year’s convention.

The State Convention Committee has tried to keep prices as low as possible. For example the Saturday night All State Banquet is only \$15. Rooms at the hotel are only \$89, which includes breakfast. What a great way to teach new members about Lionism! A registration form is included in this newsletter.

Another way that your club can show your Lion’s Pride is to place an advertisement in the state convention program. A copy of the form is also in this newsletter. Take this opportunity to show support for your officers, your current District governor, your District Governor Elect, International President Joe Preston, and also inform the state about the wonderful projects which your club supports.

Columbus, Indiana offers many sights. The architectural tour is fantastic. Many buildings were designed by Frank Lloyd Wright. The Edinburg outlet mall is less than ten minutes from the hotel, and Brown County is about a 25 minute drive! There is so much to do outside of the convention itself!

Friday morning begins with a golf outing for those who play golf. Others are welcome to take a tour of the shops in Brown County. On Friday evening, you can help to support the Columbus Lions Club, and go to the dinner they will sponsor. After the dinner you can attend the first business session and go to the hospitality rooms!

Saturday begins with the district caucus sessions, then the 2nd business session, followed by seminars, and the “Celebrate the Pride” luncheon. In the afternoon there will be more seminars, and the receiving line for the All State Banquet will begin at 5:45 PM. Of course, at the banquet, we are honored to have our International President, Joe Preston, as the keynote speaker! I am certain he will give us the motivation we need to get right out there and get those new members!

PCC Sue Topf, 2015 Indiana State Convention Chairperson



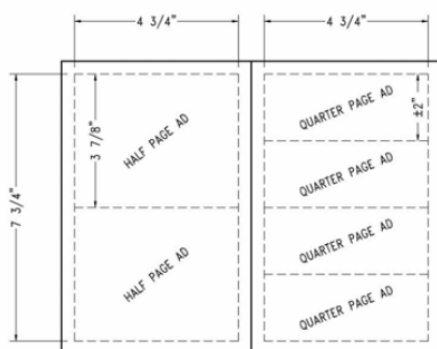
2015 State Convention Committee

"Celebrate the PRIDE in Columbus"

April 24-26, 2015

Convention Booklet Advertising Application

- Promote an upcoming event for your Club, District or Business •
- Honor your club's Melvin Jones, W.P. Woods Fellows or Past District Governors •
- Thank your District Governor for a great 2014-15 Lions' year •



All dimensions are approximate.

SOLD OUT

Outside of Back Cover (full color) - one available

\$300

SOLD OUT

SOLD OUT

Inside of Back Cover (full color) - one available

250

SOLD OUT

Full Page

200

Half Page

100

Quarter Page

50

Copy may be in Color or Black and White

Please send your camera ready ad by March 15 to Ymccann@iupui.edu

Please mail this application with check payable to

2015 Indiana Lions State Convention

Lion Cindy Lindgren • 8747 Blooming Grove Drive • Camby, IN 46113



Detach and Return with Payment

Name _____

Phone _____

Email _____

Club ☐ District ☐ Project ☐ Business ☐ Other ☐ _____

Address _____

City, State & Zip Code _____

Indicate Ad Size:

Full Page

☐

Half Page

☐

Quarter Page

☐

Ads will be accepted in the order that payment is received.



2015 State Convention Committee

"Celebrate the PRIDE in Columbus"

April 24-26, 2015

2015 INDIANA LIONS STATE CONVENTION

Hosted by the Clermont Lions Club and Lions of District 25-F, Inc.

With Special Guest

International President Joe Preston



CLARION HOTEL & CONFERENCE CENTER

2480 Jonathan Moore Pike | Columbus, IN 47201 | (812) 372-1541

Room Rate: \$89.00 plus tax (includes complimentary breakfast)

For room reservations call (812) 372-1541 and mention

"Lions of Indiana" to receive convention room rate.

****Early Registration****

DEADLINE

April 1, 2015

Registration Form (one per person)

Name & Title

(Lion, DG, PDG, PID, VDG etc.)

Please print name as desired on badge.

Address

Phone

City, State & Zip Code

District

Club

Email

Friday Golf Outing - 9:00 am (lunch included)

\$ 40.00

=

Friday Evening Dinner

15.00

=

Saturday Celebrate the Pride Luncheon

10.00

=

Saturday All State Banquet

15.00

=

Please check entree choice:

Chicken Cordon Blue

Roast Beef

Caribbean Salmon

Please check any dietary needs:

Gluten-Free

Vegetarian

Other

Sunday Brunch

15.00

=

TOTAL ENCLOSED \$

Send registration form and check payable to **"2015 Indiana Lions State Convention"**
Lion Cindy Lindgren, 8747 Blooming Grove Drive, Camby, IN 46113 (317) 690-5573



Register online and pay with

(small convenience fee will be charged)



Email: ILSC2015@gmail.com

www.ILSC2015.COM

Registration and Certification will begin on Friday, April 24th at 12:00 pm

****Registrations received after April 1, 2015 will be accepted with each meal cost being \$5.00 extra.**

Convention pin / Convention bag will also be \$5.00 after this date**

ALL ARE WELCOME TO ATTEND

45th Annual District 25-G Golf Tournament

**SAVE
THE
Date**



**Aug. 5,
2015**

DISTRICT OFFICERS



District Governor

Marty Juel (Lion Jeanine)

3204 Village Court
Goshen, IN 46528
H: 574-534-8868 C 574-322-1660
marty@martyjuel.com



1st Vice District Governor

Vic Fischer (Lion Diane)

26205 Quinn Rd.,
North Liberty, IN 46554
H 574-656-4235, C 574 514-3604
superduper826@aol.com



2nd Vice District Governor

Peg Van Nevel (Lion Larry)

806 E. Broadway St..
Mishawaka, IN 46545
H 574-259-2466, C 574-220-2362
pitchinpeg@yahoo.com



Cabinet Secretary

PDG Ann Haffner (PDG Charlie)

11268 N. St. Rd. 13,
Syracuse, IN 46567
H 574-457-3054, C 574-457-6118
ahaffner@kconline.com



Cabinet Treasurer

Rose Russell (PDG Paul)

PO Box 31
Lakeville, IN 46536
H 574-784-9094, C 574-250-0125
rosewrrussell@gmail.com

98th Annual Lions Clubs International Convention Fri. June 26--Tue. June 30, 2015 Honolulu, Hawaii

Each year, more than 20,000 Lions from across the globe gather together to celebrate at our international convention. The convention offers an ideal setting to reunite acquaintances and make new friends. Learn about other club and district projects. And make personal connections with international leaders and representatives from headquarters.

Check out the LCI web site at lionsclubs.org for registration forms and more information

We're on Facebook!!!

Look for

Lions District 25-G



**Click on
LIKE**