



## **DISTRICT GOVERNOR JIM PATTERSON'S MESSAGE**

Last month I related the advertising lessons learned during my eight-year career as an independent business owner. I talked about the necessity for professionally prepared signs with a large, simple message.

This time I want to relate our experiences using social media for retail sales back when that was virtually unheard of. In 2005, Facebook was barely a year old and I thought it was a waste of time. But my wife, Sherri, saw the possibilities right away. She created a page for the retail end of our brand-new business and soon we were "Liked." By 2007, we were selling product nationally and internationally - all because Sherri foresaw what social media was capable of.

Today, Facebook has 2.93 billion users every day spending an average of 30 minutes viewing - mostly on their smart phone. 77% of people ages 30 to 49 and 51% of people ages 50 to 65 use Facebook daily.

This brand-new world is hard for us "old-school" folks to recognize. But ignoring the impact of social media on our lives is a huge mistake. The number of "Likes" and "Retweets" is a measure of a social media post's importance. The number of "Followers" is an indicator of the popularity your page has. The number of posts on your page in a week makes it stand out from the crowd - it makes you an "influencer." You're not important if you're not liked and followed. Sure, it's illogical but, as Walter Cronkite used to say every evening, "That's the way it is..."

How does all this relate to Lions?

You've heard it all before, "We need younger members." Look at those demographics one more time. Isn't the 30 to 49 year-old bracket our target for new members? Now suppose that only 1% of that 2.93 billion are in that target age bracket and only 1% of those live in the USA and only 1% of those live in Michigan and 1% of those live in our district. If your club doesn't use Facebook, you're not reaching 3,000 potential members.

I can hear some of you right now saying, "We have a Facebook page but the person who created it left the club and we don't know the password!" That's a problem that can be solved. If you can't contact the person, Facebook has ways to regain control of your page.

What are the takeaways from this?

Your club absolutely needs to be on Facebook. You need more than one Administrator for the page. You need quality posts at least several times a month. Your club's page administrator must monitor the page daily and respond to requests and questions promptly. Doing this will get people to "Like" your page, "Follow" it and write glowing "Reviews" because (here's the important lesson, folks) **repetition breeds familiarity**. You want people to feel like they know you, know what you stand for and maybe...just maybe...they'll want to be like you.

## 1<sup>st</sup> VDG Ken Hisey



On Saturday, September 30<sup>th</sup>, we are having our 11E1 Fall Conference in Harrison. This is a good opportunity to enjoy fellowship, gain some education, and have some fun learning new ideas helping us grow as Lions. You still have time to register. To do so, text me @ 989-506-6205.

I am searching for good people to be a part of the cabinet for next year. I look forward to the many volunteers that will offer to be a part of the 2024-2025 cabinet. Keeping in mind, “many hands make light work” and knowing of all the good members we have in 11E1, I know we will do many good things over the

next few years.

At the last cabinet meeting, I presented the yard sign (pictured) as a way of:

- 1) Showing what we believe as Lions.....Be Kind.
- 2) Selling them to our district members to raise money to support our projects.

I am asking all Lions club presidents to offer these signs to their clubs and then contact me at the number above or at my email address - [khisey.73@gmail.com](mailto:khisey.73@gmail.com). The cost to members is \$10 each. The signs are printed on both sides and come with the steel stands. I would like the number needed by the end of October so I may get the order in by the first part of November.

Thank you all, in advance, for your help with this. Yours in Lionism



Fellow Lions, I regret to inform you that Lion Penny McGlaughlin has resigned both as a member of the Harrison Lions Club and her position as Second Vice District Governor.

I think we are all aware of the terrible hand life has dealt Penny and her husband, Lion John. Penny has chosen to devote 100% of her attention to John's health.

Penny and I have exchanged emails about this matter and she has made it clear that her decision is final. Please keep good thoughts in your hearts for both of them. DG Jim



### *An Award You Need to Know About*

I recently learned about the Kindness Matters Award. Lions Clubs International gives this award to clubs that exemplify service to their community in one or more of the service areas in innovative, unique, creative ways. They are also looking for partnership between Lions and other organizations and ask how the project raised the “Lion brand.” Another BIG hitch is that the project must be reported on MyLion, the LCI website where service is reported.

Why am I writing about this award? Because I hope that clubs in our District will think about what they might do to qualify for this award. Look at the service projects we currently do and explore the possibility of adding new dimensions to it that will make it more innovative. Are there other groups in the community that we can partner with? Or can we come up with something completely new this year? The 5 service areas are Vision, Hunger, Environment, Diabetes, and Childhood Cancer. LCI has just announced 3 more “Global Causes”: Humanitarian, Youth, and Disaster Relief. Many of these service areas overlap and lend themselves to community projects.

What we do this year will be reviewed in a year by the District Service Chair with a Kindness matters Award in mind. Will your club find innovative ways to meet the needs of your community and Report that Service in MyLion on the LCI website? I hope so!

**Lion Ann Roeseler, District Global Service Coordinator**

Coleman Lions President

[ann.roeseler@gmail.com](mailto:ann.roeseler@gmail.com) or 989-615-3959

### ***Service Stories and submissions to "LIONS CONNECTIONS"***

We post club service stories and/or news under the "*Club News*" section of the District 11E1 newsletter. Has your story been shared? Our District 11E1 newsletter is forwarded to Lions of Michigan for consideration in the LION PRIDE MAGAZINE.

Please submit articles in Word [Please no PDF files] and pictures in jpeg format as an attachment for the November 2023 Newsletter by October 20 to Lions Mike and Tina Hoy at [hoym@charter.net](mailto:hoym@charter.net) or call 989-832-8354. Any District 11E1 Lion can submit articles and/or pictures for the newsletter.

**Note to Club Treasurers:** Remember to complete your annual reports for the State of Michigan if you are registered at the State level. It is also time to file the IRS Federal 990 for our clubs. If your club has less than \$50,000 in annual gross receipts, you can file an e-postcard (also known as a 990-N). If your club has more than \$50,000 in annual gross receipts, the club needs to file the IRS Form 990 or 990-EZ. The e-postcard 990-N is due by November 15 due to the Lions fiscal year. You are **NOT** able to request an extension for filing the 990-N. **District 11E1 Treasurer-Lion Peggy Frank**

## **Peace Poster Deadlines**

Fellow Lions,

Now that the deadline for ordering poster kits has arrived, I was reminded last night that it would be a good thing to get out the submission deadline.

You will have to set a local deadline that gives your club ample time to choose a winner.

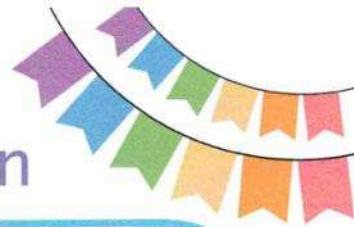
Mail you winning entry to my home address, which can be found in the roster book. I must receive it no later than Friday, October 27 in order that the district winner can be selected at the cabinet meeting on October 28.

Thanks for all you do.

DG Jim



Lions 11-E1   
 Governor Appreciation



**PDG/IPDG Jackie Glazier**

**Sunday, October 15th**  
 RSVP to Kay Brandt by 10/7  
 1:30 Social Time ✦ 2:00 Luncheon  
 ✦ Harrison Lions Club Bldg ✦  
 Clare Co. Fairgrounds  
 417 Fairlane - Harrison, 48625

**\$25 to Harrison Lions - mail to Kay Brandt**  
 3121 Dale St. Harrison, MI 48625  
 (989) 539-7260, jbk@ispmt.com

**Homemade Foods**

- Spiral Sliced Ham ✦ Harvest Squash
- Cheesey Potatoes ✦ Dinner Rolls
- Salad ✦ Luscious Desserts



**Casual Dress**

# CLUB NEWS

## WEIDMAN LIONS

The Weidman Lions Club has been very busy. They hosted the Culpepper & Merriweather Circus for two performances. Their acts are very child oriented with clowns and animals. The Club had their food truck at the annual Weidman Sawmill Days with a record day on Friday, but rain slowed the attendance on Saturday.

Other Club activities were Road Clean-up, Spring Wheatland, White Cane Fundraiser, and Whitbecks Grocery (Clare) Fundraiser which was a success.

Weidman Lions Club, at their annual picnic, presented three \$500 scholarships to graduating seniors (pictured). Left to right: Nora Toogood (Chippewa Hills), Kim Flaughter (Weidman Lions President), Tailor Onstott (Beal City), Garrett Redlin (Chippewa Hills), and Jim McClain (Weidman Lions Treasurer).



## NORTHPORT LIONS



displaying their equipment and giving a fireman's hat to every child. All the proceeds go to local charitable causes.

Northport Lions held their annual Lions Drive-In/Fly-In/Pancake Breakfast on the first Saturday of August at Woolsey Memorial Airport. It is always a successful event but this year was amazing with 1,600 coming for breakfast. The weather was perfect with many antique and vintage cars on display and 35 planes flying in for the day. It truly was a community supported event with the Northport Community Band providing live music, Leelanau Investing For Teens (LIFT) helping out, the fire department



## COLEMAN LIONS

Coleman Lions Hosted the Coleman Business Association this month, showing off our renovated hall. It gave us an opportunity to talk about our Club and invite businesses to our Open House on October 4 and to our Charter Night party October 27.



We also handed out Open House and Charter Night flyers during the annual “Walk Through Town” event. However, our biggest draws were Southeast Guide Dog puppy Tina and her trainers PCC Jeff, dressed in our Lion costume, and PDG Sheryl Schafer, dressed in a Guide dog costume! Our cornhole game got a lot of friendly competition among kids who then could choose a treat.



Our KidSight team had a great weekend during Founder’s Day at the Sanford Museum where 86 children were screened with 4 referrals. This is the first year we have screened on Sunday afternoon as well as all day Saturday. Each child screened was happy to select a book to take home. Parents were very surprised how fast it was and grateful to us for offering the free screening.

Our “Heart of a Lion” award (given annually to individuals or a group in the community who exemplifies the Lion Motto, “We Serve”) will be given during Charter Night this year to the Coleman Youth Athletic Association. Kyle and

Tonia, members of the CYAA board spoke at our meeting this month and totally blew us away with this awesome program and all they have done to obtain and renovate an abandoned building so practices can be held year-round.



Pictures:

1. A Walk through Town Coleman Lions Table, PDG AL, PDG Sheryl Schafer in Service Dog costume, Southeast Guide Dog Puppy Tina, PCC Jeff Schafer in Lion Costume
2. Southeast Guide Dog Puppy Tina, PCC Jeff Schafer in Lion Costume
3. KidSight tent at Founder's Day, PDG Al Roeseler & Lion Amy Hovey
4. CYAA Guests Kyle & Tonia with King Lion Ann Roeseler

Coleman Lions Club  
**CHARTER NIGHT  
 PARTY**

*Dinner & Auction*

**Friday, October 27, 2023**

**“Unforgettable Events”**

**5205 W. Shaffer Rd, Coleman, MI**

Doors open and games begin at 5:30 pm

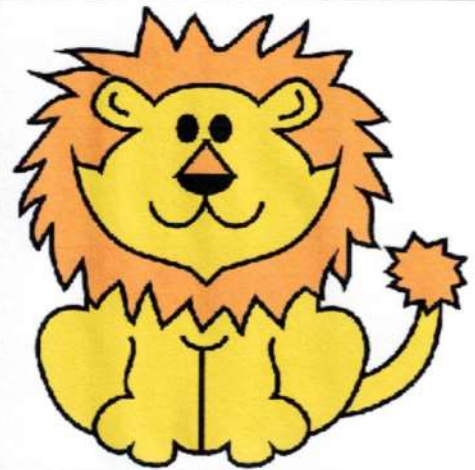
Dinner at 7:00 pm Tickets: \$15.00

**WIN**

- \*Henry H001 22LR
- \*Pit Boss Tabletop Griddle
- \*RTIC Soft Cooler
- \*Queen Quilt
- \*2 Wood Art Pieces:  
Lighthouse & Bear

**Dinner by  
 Jenny’s Catering**

Menu includes:  
 Roasted turkey, Mushroom  
 Gravy Meatballs, real  
 mashed potatoes, green  
 beans with bacon, taco  
 salad, oriental broccoli  
 slaw, homemade garlic  
 toast with cheese tray, fruit  
 salad, and desserts.



**GAMES  
 DRAWINGS  
 AUCTIONS, Etc.**



Door Prizes

Silent Auction

50/50 Raffle

Live Auction

**A Table Will be Reserved for  
 District Lions**

Call or email Ann to Reserve Your Tickets  
 989-615-3959

[Ann.roeseler@gmail.com](mailto:Ann.roeseler@gmail.com)

# FREMONT LIONS



Congratulations to our two 2023 scholarship recipients from Fremont High School: Lydia Balcom and Flor Romero. Lydia is shown with her parents Gordy and Jane along with two of our scholarship committee members, Jim P and Evie R, and our club president Steve S. Flor was on a mission trip to Mexico at that time so I was able to contact her and get a photo before she left for college. Lydia is attending Muskegon Community College and Flor is attending Western Michigan University.



College and Flor is attending Western Michigan University.



Jackson Barstow, now a senior at Fremont High School, was a member of this past summer's Lions of Michigan All State Band, playing the saxophone. He had amazing experiences in both Boston and New York City. He said that it all comes back to community! Everything we do as a Lions Club comes back to our community! Fremont Lions Club was excited to be able to support Jackson!

Fremont's Harvest Festival will be held the weekend of Sept 28-30. The Hay Art Contest is a big draw of sightseers in September. This is "Sally the Scarecrow", Fremont Lions Club hay art entry. Standing next to Sally is co-creator Evie Reed. Her co-creator is Brenda Adsmond, who was behind the camera! To vote for the best hay art, non-perishable food is dropped off at the Chamber of Commerce office and the entry with the heaviest donations is deemed the winner!





## BALDWIN LIONS



The Baldwin Lions Club continues to support the local schools in their area. Pictured here is Baldwin Lions Club Secretary Lion Laura Johnson presenting a \$250 check to teacher Lisa Murphy, from Big Jackson Public School. This donation will allow for the purchase of Scholastic books for each child. This donation will ensure all children receive one free book a month for an entire school year! Big Jackson is a K - 5 one room school, with an enrollment of 21 students this year.

## EDMORE LIONS

On September 21, 2023, the Edmore Lions Club inducted our newest member, Kade Bhuyan, into our Club. In the photo, Kade is on the left, with his sponsor Lion Jeramee Gilman in the center, and club secretary Lion Ervin Moore on the right, who conducted the induction ceremony. Lion Kade is now one of three new Lions that are currently in their 20s, so the future is looking really bright for the Edmore Lions! Welcome to the Club, Kade!



## MT PLEASANT LIONS



The Mt. Pleasant Lions Club presented small Lions backpacks to McLaren Central Michigan's Emergency Room. The backpacks contained crayons, colored pencils, coloring books and stencils, and a small stuffed lion. The backpacks will be given to young children who have been admitted to the ER or to a young child who must be in the waiting room while a family member is being treated. Special thanks to Sleepy Dog Bookstore of Mt. Pleasant for donating the stuffed lions!

Nicole Sanders, Director, Marketing & Business Development, shared the following comment: "McLaren Central Michigan would like to thank both Mt. Pleasant Michigan Lions Club and Sleepy Dog Books for the donation of the wonderful backpacks. This contribution will make a young child's visit to the hospital more enjoyable."

The Mount Pleasant Lions Club presented a check for \$3,000.00 to Christmas Outreach of Isabella County.

Peggy Burke, chairperson for Christmas Outreach accepted the donation at the regular meeting on September 25, held at Mount Town Station in Mount Pleasant. Christmas Outreach serves many families in the area that are experiencing a need, and new coats, hats, gloves, boots, books, and toys help to bring the joy of Christmas to so many. Pictured include Lion Diane Fleming, Peggy Burke (Christmas Outreach), Lion Sharyl Majorski, and King Lion Jeff Ellis.



## CENTRAL MONTCALM LIONS



The Central Montcalm Lions were happy to make a donation of supplies to the Central Montcalm Elementary school to help them get their school year off to a great start.

We were also able to find a new home for our glasses collection box. A big thank you to the Stanton American Legion for allowing us to place our box in your location!!!



## MIDLAND LIONS

### **MIDLAND LIONS FUNDRAISER—WHITE CANE Part II**



We had 19 volunteers working a total of 32 hours (over September 21 & 22) raising a total of \$1,039.35 for the White Cane fundraiser. [In May we did a little over \$1,397 which makes for a total in 2023 at a little over \$2,437.

Pictured is King Lion Art being relieved by Lion Mike & Cowboy. (Lion Al was on hand to make sure we were on time this time!)

Lion Dick relieved Lion Mike.

### **POTLUCK**

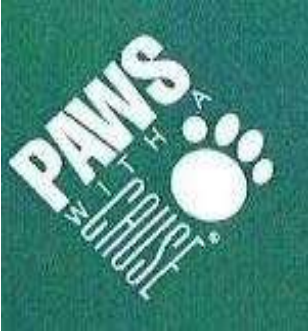
The Midland Annual Lions Potluck was on Tuesday, September 19. Thirty-three Lions and guests enjoyed gourmet dishes that were tasty and very filling. A big Thank You to Lions Lori and Darren for stepping up to the plate (no pun intended) and taking on chairing this annual event.



Our annual Lions auction, to offset the cost of meals for our meeting speakers, brought in \$256! Those Lions' rare antiques did the job again of filling our meal coffers with auctioneer Lion Pete and his able assistant and runner Lion Scott urging on the bidding. Once again, a wonderful evening!!!



# District *Projects*



I would like to come and visit your club for a presentation. Please contact me through Lions Mike and Tina Hoy at [hoym@charter.net](mailto:hoym@charter.net) or 989-832-8354.

Cowboy Hoy, Hearing/Assistance Dog



Here is the website link: <https://www.leaderdog.org/lions-club/resources/>  
Each month, a newsletter page will be uploaded to our website.  
Lion Beth, Director of Lions Engagement  
Leader Dogs for the Blind  
1039 S. Rochester Rd. • Rochester Hills, MI 48307-3115  
Direct (248) 218 6421 or Toll Free (888) 777-5332

## EYEGLOSS MISSION TRIP 2023

We still have plenty of glasses both unfinished and finished. We would like to go on a Mission Trip but are still looking for Eye Doctors that would like to help us carry out our Mission work. If your Lions Club would like to schedule a workshop on sorting and cleaning used eyeglasses, please call PDG Harry Johnson at 231 745-4524 and leave a message if I'm not home. We are currently looking to go to Puerto Penasco, Mexico, this October. Please contact PDG Harry Johnson for more details [lionharry1947@gmail.com](mailto:lionharry1947@gmail.com)

**USED HEARING AID DONATIONS** Remember we accept used hearing aids of any age or condition. All used hearing aids are recycled with one of the hearing aid manufactures. Lions of Michigan Foundation is given credits to be used towards the purchase of new hearing aids. Most Clubs collect hearing aids with their glasses. If you have hearing aids for recycling give them to our Foundation Reps., your Zone Chairs, or Lion Peggy Frank at 616 217-6840 for pick-up.

## Letter from the Editors:

District 11E1 Lions,

We have been the co-editors of the District 11E1 newsletter, "**LIONS CONNECTIONS**", since July 2019. We will be retiring as editors and our last issue will be June 2024. It is time for someone else to step up. Please consider taking over this role and adding a fresh spin to the newsletter. If you are interested in this job, please let 1<sup>st</sup> VDG Ken Hisey know. This is a great opportunity to serve your District, improve the newsletter publication, and make a difference. We would be happy to work with you to get started and answer any questions. We will continue to be active in Lionism. Thank you for giving us this opportunity to serve our District in this capacity for these five years! **WE SERVE!**

Lions Mike & Tina Hoy



## Fall Conference and Parade of Checks

On September 30, District Lions had the opportunity to participate in our annual Fall Conference hosted by the Harrison Lions Club. The conference brought together 65 Lions representing 12 Clubs. They gave a total of \$20,495.00 to the State and District Projects. The breakdown is:

- Bear Lake Camp - \$2,650
- Diabetes - \$100
- Eversight - \$4,700
- Karla Roebuck Sunshine Fund - \$100
- LCIF - \$2,200
- Leader Dog - \$3,620
- LMASB - \$1,150
- LMSF - \$2,950
- PAWS - \$1,950
- KidSight - \$1,075

Each organization had an opportunity to make a brief presentation as they received the checks during the Parade of Checks.

50/50 drawing generated \$100.00 for the district and \$100.00 for the winner.



The Conference was well attended, run well, interesting and fun. Lions learned about new ways to accept money in fundraisers, an organization serving our state for the visually impaired, ways to make Lions meetings more fun, a service project for a VA hospital, and information on the Lions of Michigan Youth Exchange program. Midland Lion Lori Hall did a presentation on QR Codes and popular online credit card payment methods for small organizations such as Pay Pal, Venmo, Facebook links, and Square. The presentation highlighted the way many young people like to

make donations to non-profits and ways that Lions Clubs can utilize these features in their fundraisers. PDG Karen Rouston from District C2 gave a presentation on how to make meetings more fun and ideas for Tail Twisting. Lions Charis Austin and Tim Tuthill from Grand Rapids, Association for



the Blind and Visually Impaired (ABVI), spoke to the group about their work and how to utilize their services. Global Service Director, Ann Roeseler, had groups work on a service project-making cards for a VA hospital. DG Jim presented Certificates of Appreciation to the speakers and Harrison Lions who hosted and provided a great luncheon. The Conference ended with drawings for more than a dozen wonderful door prizes. The Grand Prize of an iPad was won by PDG Harry Johnson from the Baldwin Lions.



**PDG Karen Rouston  
Fun at Meetings.**



**Lion Lori Shelby-Hall  
QR codes/Pay Pal, etc.**



**Lion Elvira Marfil  
MD11 Youth Exchange**



**Harrison Lions recognized for hosting and lunch.**



**ABVI recognized for presentation.**

**Below: PDG Karen Rouston, Lion Ann Roeseler, Lion Lori Shelby-Hall  
recognized by DG Jim & 1stVDG Ken**

