



OHIO LIONS DISTRICT 13E NEWSLETTER

November 2011



FROM THE DESK OF THE DG

Fellow Lions, Lioness, and Leo's of District 13E,

In July's newsletter I explained my membership growth goal and in that article I explained the District scarlet and gray E pin program. On October 19, 2011, I inducted 13 new members at the Ohio Northern University Lions Campus Club and they got to see first hand how the program worked (see page 9 or on our District website at the club resource center). I want to congratulate Lion Paul Nutter on a job well done recruiting new members into the club. I also want to mention that Bradford Lions Club *Lion Kathy Myers* and Rushsylvania Lions Club *Lion Micheal Gibbs* are also doing a wonderful job in recruiting new members. As of this writing the LCI October Growth participants have been ONU, Bradford, and the Rushsylvania Lions Clubs.

I also want to take this opportunity to mention that PDG Jeff Hatfield and Lion Bob Harrison are working very hard to get a campus club started at Urbana University, they are asking any Lions Clubs members in that area for the names of former LEO's or prospective college students that might be interested in joining the Urbana University campus club. The Urbana Lions Club has graciously committed to be the sponsoring club and help with financials once started.

Over the past few months as I have been traveling to the clubs on my visitations, I have been handing out the International President Tam's "I Believe" pin to all the club presidents. President Tam says "there are only two people in Lions Clubs International they call 'president' - the international president and the club president". "I consider you members of my own family".

I want to thank all the members of the clubs that I have visited over the past few months for your hospitality. I look forward to my visits in November.

From Lion Cindy, Cub Alec and myself, have a great Thanksgiving.

Until the next newsletter,
I believe in you, the Lions of District 13E.
DG Bill



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GOVERNORS VISITATION SCHEDULE FOR NOVEMBER

- | | |
|--|------------------------------------|
| 1-Gettysburg Lions | 14-Auto Refractor Training, Dayton |
| 2-Zone 5 Meeting, Bellefontaine | North Hampton Lions |
| 5-2nd Council Meeting | 19-Band Committee Meeting |
| 7-Mendon Lions | 21-Medlake Lions |
| 8-Pittsburg Lions | 28-Rockford Lions |
| 10-2nd District Cabinet Meeting,
Northridge | |

DISTRICT MEMBERSHIP

Opening Balance	1218
Members Added	19
Members dropped	43
Closing Balance	1194
Net Gain/Loss	-24

Membership growth is just one of my five goals as District Governor.

My target membership for the fiscal year 2011-2012 for our district is 1300 members. This fiscal year, from July 2010 to June 2011, our Lions club members have brought in 90 new members, but we have lost 129 members, a net loss of 32 members with a closing balance of 1218. LCI recommends that districts have 1250 members. DG Bill

As you can see from the numbers to the left there is a lot of work to be done. Newsletter Editor



Words and Actions by 1st VDG

Hello Lions of District 13-E.

It's that time again when we share a few words with our fellow Lions. My trip to the USA/Canada Leadership Forum in Anchorage, Alaska can only be described as spectacular. The mountains in the distance were covered with snow, yet the flowers in the city were still in full bloom and the grass was green. However, the locals could be seen muttering to themselves on the streets on occasion when the snow covered mountain caps were shrouded in fog. I found out later this was a true sign that snows were not very far behind and some of them still had to make their way back to the "lower 48" for the winter. I met Lions from all over the US as well as Lions from the far reaches of Canada. One and all were there to meet new people and learn ways and methods from their new friends and from the professionally presented seminars to make their Lions Clubs at home even better. I highly recommend that all Lions consider attending next year's forum to be held in Tampa, Florida. Our Council Of Governors met in emergency session after committee meetings on 5 October and voted to submit a bid to host the 2016 USA/Canada Leadership Forum in Columbus, Ohio. Let's hope we win the bid!

The Lions clubs that I have visited are out beating the bushes trying to attract that elusive new Lion in the 21 to 25 year old age category. PDG Fred Breyer recently passed on to me some words of wisdom that his club has had some success utilizing. They do not try to attract the young Lions of this age group. Rather, they go after the 40-something year olds that have just sent their last child off to college. These are people that have been band boosters or parents of athletes and are used to volunteering during fund raising activities for their children's events. These people make good Lions, are used to serving in community service roles, and are looking for something to fill their time. In turn, they attract a group a little bit younger than they are, and eventually, you do attract the 25 year old Lion that you initially targeted for your club.

The District's GLT/GMT Meeting will be held on next Thursday, October 27, 2011 at the Upper Valley Joint Vocational Center, 8811 Career Drive, Piqua, Ohio 45356 from 6:30 to 8:00 p.m. I recommend you attend and pick up some pointers on how to make your clubs stronger and attract new members to join.

As you have probably all heard from your emails, 2VDG Darlene Roll's husband, PDG Barney Roll, has been hospitalized and remains so in critical condition. She requests your prayers for them both. As we work to assist her with her schedule and ours, I ask your patience in case we "drop the ball" and miss something.

Yours in Lionism,
1VDG Jack Preston

1ND VDG VISITATION SCHEDULE FOR NOVEMBER

- | | | |
|---------------------------------|----------------------------------|--|
| 5-Council of Governors Meeting | 10-District 13-E Cabinet Meeting | 22-Wapak Lions |
| 6-Mendon Lions Pork Chop Dinner | 11-Zone 4 Meeting | 23-Zone 1 Meeting |
| 7-Zone 2 Meeting | 12-Rockford Lions Fish Fry | 26-Cridersville Lions Breakfast with Santa |
| 8-Voting | 14-Rockford Lions | |



NEWS & VIEWS FROM THE PEN OF 2ND VDG

Dear Lions, Lioness members & Leos of District 13-E,

It is October 20th as I write this newsletter article for the November issue. Most of you already know that PDG Barney is critically ill at OSU Medical Center in Columbus. Let's just call it "the nightmare". I know that there have been others who have dealt with major illness in the past and I can truly understand all the emotions that go with it.

My newsletter article this month could be called "Thanksgiving Blessings". I think about all the E-mails, phone messages and cards we've gotten just since "the nightmare" started on October 9th. Our family is overwhelmed by the love and support we've gotten from Lions' members around the state and around the country. I wrote in an on-line status update that each e-mail seems like a "hug" because it shows that someone cares. That, to me, sums up "Thanksgiving Blessings". There are so many ways that Lions serve those around us but when it gets to a very personal level, the "WE SERVE" motto definitely shows the heart and soul of Lions.

I wish all of your families a wonderful November filled with "Thanksgiving blessings" and love. I know that PDG Barney would echo my comments if he was able to communicate right now.

Until next month, "Have Fun!"
Lion Darlene/2nd VDG

Darlene's Visitation Schedule: All visitations cancelled indefinitely.

WHAT'S HAPPENING IN YOUR ZONE?

YOUR ZONE CHAIR

Zone 1

Lion Bob Hare

Zone 2

2nd VDG Darlene Roll

Zone 3

Lion Bob Cline

Zone 4

Lion Marvin Gilbert

Zone 5

Lion Mitch Sweeny

Zone 6

Lion Larry Green

Zone 7

Lion Jenny Landers

Zone 8

Lion Jim Ballard

Zone 9

Lion Karl Cox

Please send your Zone's activity information no later than the 20th of the month prior to the publishing of the newsletter. December newsletter information due by November 20th!

UPCOMING LIONS CLUB PIN SWAPS

November 10-11, 2011 Winchester, VA

(Check out the Ohio Lions web site for Pin Trader links!)

UPCOMING LIONS EVENTS!

INTERNATIONAL EVENTS

22-26 June 2012- International Convention

Busan, Korea

STATE EVENTS

Winter Retreat

13-15 January 2012 - Deer Creek Resort

See ad in this newsletter

State Convention

18-20 May, 2012 - Embassy Suites, Dublin, Ohio

DISTRICT EVENTS

Officer Training

26 May, 2012 - TBD

District 13-E Convention

14 April 2012, - McIntosh Center - Ada, Ohio



CLUB HAPPENINGS

Schedule Change: The **Versailles Lions Club** meets on the 2nd Tuesday of the month, not the 2nd & 4th as the directory states.

Give a resounding **ROAR** to **Bradford Lions Clubs** newest members, **Bruce E. Smith & Carolyn K. Smith** sponsored by **Lion Kathy Myers, Paul E. Burgett Jr.** sponsored by **Lion David Hunt, Dawn M. Lavey** sponsored by **Lion Kathy Myers** and **Mary A Yount** sponsored by **Lion Joanne Ferree**.

Give a resounding **ROAR** to **Rushsylvania Lions Clubs** newest members, **Nikki Johnson, Talitha Farris, Will Ricketts,** and **Sarah Jane Cunningham,** all sponsored by **Lion Micheal Gibbs**.

Give a resounding **ROAR** to **ONU Campus Lions Clubs** newest members, **Evan C. Nance, Lauren Yates, Gabriella E. Gegenheimer, Ashley R. Martin,** and **Callie E. Scheiderer,** all sponsored by **Lion Paul Nutter**.



The Lions inducted into the ONU Campus Lions Club in September and October.

Please send your clubs activity information no later than the 20th of the month prior to the publishing of the newsletter. December newsletter information due by November 20th!



God Bless Our Military!

SPC Gerald (Gary) Norris, now serving stateside with the 1-174th ADA RGT Army National Guard Unit from Cincinnati. Grandson of Rushsylvania Lions Bruce & Louise Norris

2LT Amanda Preston Johnston, U.S. Army Nurse. Daughter of 1st VDG/Wapakoneta Lion Jack & Cindy Preston

CPT Brian Johnston, U.S. Army. Son-in-law of 1st VDG/Wapakoneta Lion Jack & Cindy Preston

SGT Jack Preston, Jr., U.S. Army. Son of 1st VDG/Wapakoneta Lion Jack & Cindy Preston

SGT Jennifer Preston, Ohio Army National Guard. Daughter of 1st VDG/Wapakoneta Lion Jack & Cindy Preston

SPC Kent T. Ransbottom, Army National Guard. Son of Rockford Lions Tom & Neva Ransbottom

Airman 1st Class William Edwards (Billy). Son of Gettysburg Lion Bill Edwards

Master Sergeant Terri Edwards. Wife of Gettysburg Lion Bill Edwards

TSgt Brad A Powell, 123rd Air Control Sqdn, Ohio Air National Guard, Blue Ash Air National Guard Station. Deploying to Southeast Asia supporting Operation Enduring Freedom. Husband of West Liberty Lion Brandy Powell and Son-In-Law of Lions Jim and Thresa Hickman.

President's Service Blog: Meeting with Leos, Australia

OCTOBER 18, 2011

by wingkuntam

Today's Leos are tomorrow's Lions and form a vital branch of our family tree. As your president, I want to engage with Leos in order to gain their perspective, solicit their ideas and better understand their needs.

As part of this goal, I recently met with Leos when I traveled to Australia. I had the pleasure of presenting Tom Porter with his Leo of the Year Award (See photo to right). Tom is a great example of why Leos are so important to our future as Lions. He took advantage of our Leo to Lion Program and is now the membership chairperson of the Townsville Northern Suburbs Lions Club.

For many Lions, their first exposure to our organization was through a Leo club. Leos are a vital resource, bringing energy, enthusiasm and innovation to their clubs. I believe Lions can nurture Leos, furthering their leadership skills and commitment to community service.

Building our legacy of service — this is especially true in our work with young people. Our programs, such as Lions Quest, Youth Camps and Exchanges and Leo clubs, make growing up safer and more fun.

By nurturing today's youth, we're growing tomorrow's leaders into thoughtful, caring volunteers. A growing number of studies show youth who engage in meaningful service projects experience a host of positive outcomes.

Young people need role models, and we have more than 1.35 million Lions ready to fill that position. I believe we can shape young people's lives by inviting them to help with the planning and implementation of service projects. Start today. Ask youth to participate in your club's upcoming service project.



Lions Clubs International Uses Off-Beat Humor to Reach Next Generation of Members

New rap video is expected to go viral; educate and attract younger members

Oak Brook, Illinois, USA, September 22, 2011— Lions Clubs International (LCI) may be the largest service organization in the world, but with its latest recruitment effort, it's proving that it is anything but boring. The 94-year-old non-profit, known for its community service and iconic yellow vests, has a new rap video. Yes, we said rap video. The new music video features Lions members, young and old, singing and dancing to custom-written rap lyrics, while doing community service projects such as feeding the hungry, providing eyeglasses and planting trees. The participants are real members and good sports who don't take themselves too seriously, and that comes through in the video. "The goal of the unusual campaign is two-fold," said Peter Lynch, executive director of Lions Clubs International, "to recruit the next generation of Lions members by getting their attention where they spend the most time, which is increasingly online, and to show people in a fun, entertaining way what our members do across the country and world."

The Lions logo and yellow vest may be two of the most recognized brand symbols in the world, but many of the younger generation are not aware of what the 1.35 million members in more than 46,000 clubs throughout the world contribute to communities. "We hope that the rap video and our new PSAs, along with online and outdoor billboards and a radio PSA coming out later this year, will help us reach that younger generation and show them that we are not their father's or grandfather's Lions clubs," said Dane LaJoye, LCI spokesperson. The recruitment campaign was created pro-bono by Serve Marketing, a non-profit ad agency that specializes in public service marketing. According to Serve Creative Director Gary Mueller, the organization chose the non-traditional, humorous PSA approach to showcase the fun and camaraderie that is an integral part of the Lions clubs' success. "There are people out there who think of the Lions as a stodgy old men's club and it's not," notes Mueller. "It's an incredibly diverse group of people – young and old, men and women – who love to give back and have fun in the process. We think this campaign will be successful in attracting new members." The campaign is a major departure from some of the more reserved efforts the organization has used to promote its activities in the past. With the demographics of the Lions membership evolving and the marketing competitiveness of other non-profits on the rise, Serve took the initiative to present a campaign that is bold and a fresh effort to communicate the Lions mission and attract new members. Watch the rap video and new Lions PSAs, which are now available on YouTube and the LCI Web site and will air in local markets across the country. A major social media push to take the videos viral is currently underway and the organization plans to release the rap song on iTunes.

Editors note: you can view the video by visiting <http://lionsclubs.org/EN/Inn/video-view.php?id=55>

GLOBAL SERVICE ACTION CAMPAIGN

December/January – Relieving the Hunger



Organize food drives and projects to feed the hungry. With the downturn in the global economy, many hunger relief organizations are finding it difficult to keep up with demand. Help alleviate hunger by planning events around the end and beginning of the calendar year to collect and distribute food.

THE HIGH COST OF AN EDUCATION

“Once there was a man who worked for IBM and he made a mistake that cost his company \$10 million. After making this mistake, the man was called in to meet with the company founder and CEO, Tom Watson, Sr. The nervous employee entered the office and took a seat. He sat in silence, waiting for the CEO to speak, but the silence continued. Finally the employee said, “I guess you want my resignation?” The CEO replied, “You can’t be serious. We’ve just spent \$10 million educating you!”



Brain Teaser

What is the slogan of the International Association of Lions Club?

See answer later in this issue.

CONSIDER THIS

No one is perfect...that’s why pencils have erasers and computers have a delete key.

DISTRICT 13-E COVERED BRIDGE PINS

A LITTLE HISTORY/A LITTLE INFO!

Ohio Lions District 13-E has 11 covered bridge pins as of August 2011. The following is a little information on the series. (Continued from October Newsletter)

This pin series was started by Lion Dick Palsgrove of the Piqua Lions Club. Lion Dick and his wife, Lion Cynthia, traveled the area photographing covered bridges throughout the district. Sadly, Lion Dick passed away in January 2001 and did not get to see the project through to completion and did not get to see some of the newer bridges in Union County. Plus, some of the bridges have been painted since Lion Dick took the first photos.

The pins are as follows:

Pin #7 (2007-2008) – Bigelow Covered Bridge (sometimes called Axe Handle Road Bridge or the Little Darby Covered Bridge) in Union County. Located on Axe Handle Road just off State Route 161. This bridge was built in 1873 and renovated in 1990. The bridge was named to honor the Bigelow family, a pioneer family to the area in the early 1800s. This bridge is one of four remaining bridges in Union County that were built by Reuben L. Partridge. As of 2011, the bridge is painted red.

Pin #8 (2008-2009) – Sidney Tawawa Park Covered Bridge in Shelby County. This bridge is formally known as the Ross Covered Bridge. All funds for the bridge were donated by William Ross, Jr., who served on the Sidney Recreation Commission for 14 years. He requested that only his last name be used on the bridge and that a plaque be installed listing the names of all involved in its development and construction. Located in Tawawa Park on State Route 47 on the east side of Sidney. This bridge was built in 1971 and closely resembles many of the bridges that were built by “The Bridge Builder of Union County, Reuben L. Partridge”.

Pin #9 (2009-2010) – McColly Covered Bridge in Logan County. Located on County Road 13 in Washington Township. This bridge crosses the Great Miami River about 5 miles south of its source at Indian Lake. The bridge was built in 1876, restored in 1943 and 1958 and closed in 1993. In November 2000, the bridge was reopened.

Pin #10 (2010-2011) – North Lewisburg Road Covered Bridge in Union County. Located on North Lewisburg Road just off Inskeep-Cratty Road. This bridge was built in 2006 to replace the Pottersburg Bridge that was replaced (see information on Pin #2). This bridge crosses the Big Darby Creek and supports two lanes of traffic.

Pin #11 (2011-2012) – Buck Run Covered Bridge in Union County. Located on Buck Run Road just off Middlesburg-Plain City Road. This bridge was built in 2006. The bridge crosses the Big Darby Creek and supports two lanes of traffic. My thanks to the Union County Convention and Visitors Bureau for providing a copy

of the map of the "Union County Covered Bridge Festival" route. It made finding the bridges throughout Union County a little easier on a beautiful Sunday afternoon drive that PDG Barney and I took.

We also found that there is a new covered bridge in Union County, the Thompson Road Covered Bridge. It was completed in 2010 and is not far from Ostrander and Bellepoint. and so now, we'll be doing one more covered bridge pin before we start a different series.

If you have time for a "Sunday drive", be sure to check out all these sites. They are definitely a part of Ohio history that you shouldn't miss. (It also looks like most of the Union County bridges have lights so you can take a tour after dark, too!)

2nd VDG Darlene Roll (wife of PDG Barney Roll/Pin Chairman, photographer and information gatherer for this article) - August 28, 2011. (Continued next month).

In Our Prayers



Please keep PDG Sheryl Schlatters sister, Julie Peterson, in your prayers as she recovers from a lung mass.

Continue to keep West Liberty **Lion Andy Snapp** in your prayers as he recovers from his burns.

Please keep **Lion Leo Schlater** in your prayers.

Please keep **PDG Barney Roll** and **2VDG Darlene** in your prayers.

Answer to **Brain Teaser**: Liberty, Intelligence, Our Nation's Safety.



WINTER RETREAT

WINTER RETREAT

JANUARY 13, 14 & 15, 2012



**22300 STATE PARK ROAD 20
MOUNT STERLING, OH**

(GPS-friendly - will actually take you to the lodge)

The Redcoats ain't comin'.

the redcoats ain't comin'!

Guiding Lions – you will be (re-)certified when you leave!

Wine Tasting – a sampling of the great variety of Ohio wines!

Wildlife photography – take eye-popping wildlife photos and calendar quality landscapes!

Newsletters – how to put together a professional looking newsletter without being a pro!

no red coats!

Cost: \$125 (includes all activities and 4 meals)

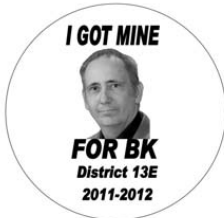
Tick! Tick! Tick! 🕒🎫

Send your “doe” 🐇 (\$105) by December 1, 2011 and save 20 “bucks” 🐇

Registration form on-line at www.ohiolions.org

Hotel: \$75 (before 11/30/2011, request Lions Group Rate)/night + tax

**District 13E 2011-2012
Scarlet & Gray Sponsorship Awards Explanation.**



Each Lion who sponsors one (1) new member will receive my personal button "I Got Mine For BK"

In addition to the new scarlet and gray awards listed below .

This button will be sent out automatically to the club secretary or presented at club visitations by the Governor.

Secretaries instructions at bottom of page.



Each Lion who sponsors 1-2 new members will receive a Scarlet E for each new member.

This award will be sent out automatically to the club secretary or presented at club visitations by the Governor.



A Lion who sponsors 3-10 new members will receive a Gray E for each new member.

This award will be sent out automatically to the club secretary or presented at club visitations by the Governor. In addition the club President, Secretary, and Membership Chairman will receive one (1) Gray E award for the fiscal year.

The Club will receive a Membership Growth certificate.

This certificate will be presented at the 2012 District Convention OR mailed to the club secretary at the end of the 2012 governors fiscal year.



A Lion who sponsors 10 or more new members will receive the Governors Appreciation medal. In addition the club President, Secretary, and Membership Chairman will receive this award.

The Club will receive a +10 certificate.

These awards will be presented at the 2012 District Convention OR mailed to the club secretary at the end of the 2012 governors fiscal year.



The District 13E 2011-2012 Sponsorship Award process is simple.

The club secretary must report new members and their sponsors online at the WMMR report site at Lions Clubs International. The District Governor will monitor those reports and distribute awards accordingly. Secretaries who do not report to the LCI WMMR report site will receive a paper form to send to the Cabinet Secretary Treasurer (CST) .

Form GAE 2011-2012