

## Spring is Coming .... AND, so is the 13-J Convention

Time is fleeting! The older folks among us know about time fleeting, but it also happens when you are planning a District Convention. We will be gathering in Chillicothe on April 21-22 to celebrate the accomplishments of Lions year 11-12.

The Convention will be at the Christopher Conference Center. The Comfort Inn [next door] will offer you a comfortable room for the weekend. In fact, it would be a good idea to call the hotel soon to take advantage of the lower room rate.

There will be seminars, meetings and opportunities to renew friendships. Some seminar subjects will be: Public Relations for your club; Barn hunting; the Ohio Plan for membership growth. We will be hosting an outstanding Lion, ID Mark Hintzmann of Wisconsin.

The cost of our conventions is always a concern and we hope to keep that cost reasonable. To that end, we are asking all District 13J clubs to make a monetary contribution for the purpose of purchasing quality raffle items. The raffles will bring in money to help offset convention expenses. Please send a check to CST Jay Carey as soon as possible.

Registration and delegate forms are posted on the District website [www.district13j.com](http://www.district13j.com). Fill them out early and get your name(s) on the list.

Questions should be directed to the Convention Chair, PDG Norman Cupps [ncupps@district13j.com](mailto:ncupps@district13j.com)  
*by Convention Chair/PDG Norman Cupps*

## Make New Friends, Learn the Back Roads of 13-J

Perhaps learning the back roads of 13-J is not a big priority for you but one can never have too many friends. Anyone who has served as a district officer can tell you that there are many 13J Lions who will be glad to be your friend....more than the Facebook kind, too!

Lions love to share their successes and look for guidance when they have questions. So, you can quickly see the advantages of serving as a District Officer. You can share your expertise and learn from others. You can help your district and help your club as you will have experiences which can strengthen your club.

Have we caught your attention yet? A candidate for the office of 2nd Vice Governor shall:

- A. Be an active member in good standing of a chartered Lions Club in good standing in his/her Sub-District.
- B. Secure the endorsement of his/her Club or a major portion of the Clubs in his/her Sub-District.
- C. Have served or will have served at the time he/she takes office as 2nd Vice Governor: 1. As president of a Lions Club for a full term or major portion thereof, and a member of the Board or Directors of a Lions Club for no less than two (2) additional years; and 2. As Zone Chairman or Region Chairman or Cabinet Secretary/Treasurer for a full term or a major portion thereof, and one (1) additional year as a member of the District Cabinet.

Contact DG Georgia to express your interest or to get more info.

### Upcoming Zone Meetings

- Zone 1**-Mar 1, 5:45 Meal, 6:30 Meeting, Phoenix Restaurant, W Washington St, Jamestown, ham or swiss steak, Reserve by Feb 25
- Zone 2**-Feb 21, 6:30-Wilmington Elks Lodge, 2567 Rombach Ave, \$12 Reserve by Feb 19
- Zone 3**-Feb 22, 6:30-Lynchburg Fire House, \$10, Reserve by Feb 20
- Zone 4**-Feb 29, 6:30-West Union Frisch's, St Rt 41, \$7, Reserve to Zone Chair/PDG Bob, info on last page
- Zone 5**-Mar 5 & **Zone 6**-Mar 8 TBA
- Zone 7**-Feb 23, 6:00, Mtg at 7:00, Giovannis in Coal Grove, 631 High St, order from menu, Reserve by Feb 19

## From the computer desk of District Governor Georgia



Being a district officer is a wonderful opportunity to meet new friends and homegrown heroes, and to expand your knowledge of back roads and the geography of Southern Ohio. If you are interested in this experience, we have an opening for a dedicated Lion to fill the position of 2<sup>nd</sup> Vice District Governor. Qualifications for VDG are on page 1,

In our travels, a major theme seems to be present in every club we visit. "How do we get new members?" Clubs have to really want new members. They need to be committed to finding and **ASKING** others to join them in serving their community. The club has to be willing to welcome new members, orient them to Lionism, and put them to work on a project.

In all cases when the club has a gain in membership, you can find at least one person who stepped up and started the recruitment process. I am reminded of the song "It only takes a spark..." Are you that spark that will bring in new members?

Last year at this time, Coal Grove had 11 members. and only 5 members were in attendance when I visited. One member spoke up and said "We are going to return this club to the way it was years ago. I promise you that." Today the club has 26 members, more than double, and is still growing. On page 4, read how President Tom Carey and 1<sup>st</sup> VP Donald Malone lit the spark.

Fairborn Lions Club was down to 25 members at this time last year. They lost 4 more members but instead of folding and calling it quits, Lion members asked for help from district officers. They learned about the Ohio Plan and according to Lion Fred Pumory, "We got 6 new members. We used the process provided by the district. I made a list of about 15 people I thought would make good Lions and whom I thought might join. I started with our pastor who was interested; then had him help me encourage my own family (all six joined). In addition, I approached some of their friends and a pastor from another church who hopefully will help bring in a few more. The key is to ask and explain how important the Lions Mission is."

Jackson Lions Club has been growing by 10-20 new members each year. When I spoke to their membership chair Lion Ed Lawrence, he told me they do two things. "We tell them what we do and we **ASK** them to join."

Are you ready to be the "spark" in your club? Helpful tools are available at [www.ohiolions.org](http://www.ohiolions.org) On the website's home page, you will see two gold circles with a guest circle between. Click on either gold circle. One is Global Membership Team and the other is Global Leadership Team. You will find the Ohio Plan, the President's Retention Plan, and a Lions Club Status Quiz. Check it out. Learn how to be the spark that revitalizes your club.



Half of the Lions year is gone so far, actually by the time you read this, seven months will be gone. Are you over halfway to your membership goal for the year? If you didn't set a goal, then your answer is no. If you

missed the winter retreat, you missed an opportunity to attend a lot of seminars dealing with membership. There was one on retention. Since I started through the chairs, the last report that I had was that the multiple district 13 had added over 1,300 new members, and yet we're down several hundred. That means that we've lost over 1,500. If we could have just retained 25% of those losses, we would have been plus in membership right now.

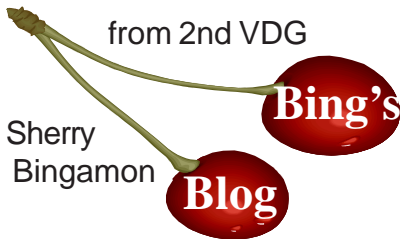
Most of what was presented was not new. I believe that it's all available online at the LCI website. What you missed was the roundtable discussion that was held during the seminar. The Ohio Plan was another seminar. This is something that is again available online at the state website.

Two back-to-back sessions were held on Certified Guiding Lion training. That was not enough time to actually gain the certificate. We did go over a lot of the new information that is available in the training. Members who go through this training are great ones to use for orientation of new members. Clubs that have good orientation programs are known to have fewer retention problems. Club Excellence refresher training was held at another seminar. A club that goes through the Club Excellence Process should find themselves zeroing in on the community's needs as well as the desires of the club members. Both of these things have been shown to improve membership growth, as well as improve retention.

There was a seminar on Leo clubs. That's an area that we have been doing pretty well this year.

As you can see, there were lots of seminars dealing with membership issues. There are no easy answers. You simply have to work at it. Make a plan, and ask somebody to be a Lion.





It is increasingly harder for organizations to maintain members and/or attract new members. It is important when trying to attract

new members to define the type of people you wish to attract so that you can tailor your membership drive around them. Your club needs to be relevant to your community. Over time, the needs of your community change and what was relevant in the 1950's may not be today. This is important for attracting new members. New members are not attracted to a club that performs projects that are unimportant to them. If you have defined who you want to attract, you then need to look at what issues are currently important to them.

You won't attract new members if information about your club is not easily accessible. Two tools are a club newsletter and website. Both should contain information on club meetings, time, and location. Include your club's mission statement, what your club is about, and service projects. It should also list a contact for more information. The newsletter should be mailed or emailed to all members and prospective members. Copies can be left in relevant places as advertising for your club. Each issue should answer most questions about your club that a potential member might ask.

First impressions are very important. You need to look and act professional. Being professional does not mean you have to wear a suit and tie. These points are what constitutes being professional; **Members appearance, Members conduct, and an involved membership are key.**

Make guests feel welcome. **Acknowledge their presence, extend a warm welcome, assign a buddy to each guest.** Keep meetings vibrant and flowing. This is just as important for the retention of existing members. Be sure to include social time. Net working is valuable for your club. It's important to maintain contact with your club's past members. Do this whether they are retired, resigned or relocated. They are also an invaluable resource; they are experienced and have contacts. Build working relationships with other civic organizations in your community. Share contacts, projects and resources if you can. Build relationships that allow you to enhance each others skills. Everyone will benefit. You attract new members and existing members are more attuned to community needs and become revitalized.



The term "public relations" often carries a bad connotation. Let's examine why. Consider "spin doctor" for example. The implication is that the PR person presents information in a way to make the subject or person look innocent, good, or better than the reality of the particular situation. In such cases facts are not always presented honestly, but not necessarily dishonestly either. It all depends on how things are "spinned".

Consider this situation: Several years ago a land management agency set a prescribed fire to develop habitat for an endangered wildlife species. The trouble was that the fire got out of control and burned several private cabins. Upon analysis, it was determined that the fire should not have been started because the weather conditions were predicted to be too severe to allow for a safe burn. Despite the known facts about the pending weather conditions, due to pressure to accomplish the job, the fire was started and the result was the loss of private property.

Two scenarios are possible:

- 1) One approach would be for the organization to gloss over the situation by saying the weather conditions had turned out to be more severe than predicted. That was not quite the case because the forecast was accurate. The organization just did not want to admit it had done something wrong.
- 2) Another approach the organization could take would be to tell the truth about what had happened and explain to the property owners that a mistake had been made, the agency regretted what happened, and would pay for the damages. Scenario 1, of course, was less than honest, trying to put a positive spin on a bad situation. Scenario 2, telling the truth, was the path the agency followed.

Consider if the first option had been followed and it was later proven the agency had made a mistake and tried to cover up the facts. The result would have been disastrous for the agency. A mistake had been made and a cover up was attempted. Thankfully, when the agency told the truth about the situation, apologized, and made restitution to the cabin owners that was the end of the matter. In fact the agency was applauded for being honest.

The bottom line is this: Public relations are a valuable tool if properly used. News releases, TV and radio stories about our many Lion projects and programs, help our mission of "We Serve". Never give Club information a bad spin. We have nothing to hide and have much for which to be proud. Honesty is always the best and only policy.



## LEO Reminder: Special Program Just for You

Members of the 13-J Leo Clubs should remember to sign up for Saturday, May 19 at the MD-13 State Convention to be held at Embassy Suites in Dublin, Ohio. Popular speaker Reverend Merv A. Brereton will again be featured.

Rev. Brereton came to the United States from his native Trinidad in 1982 to further his education. As a retired National Soccer player, he developed "Kicks for Kids," a worldwide soccer association for youth. He has worked for many years to integrate his program with local health, human, and nutritional services. He lists as one of his greatest accomplishments to date as an invitation from the Columbus Crew, 2008 Major League Soccer Champs, to accompany them to the White House for recognition by the President. Both the Crew and Brereton's Kicks for Kids were recognized for their winning records and joint community service projects in the fight against youth obesity.

In 2010, Major League Soccer presented him with the MVP Award for his outstanding leadership and community service. He has also received the 2009 International Lions Club President's Leadership Skills and Community Service Award. He has served as the President of Columbus Inner City Lions Club.

Devoted to his family, Rev. Brereton possesses the ability to passionately communicate and advocate for organizations. He exhibits and models integrity, competence, assertiveness, and high energy. He has the ability and desire to engage in a forward approach, while maintaining a common touch with clients and various audiences. Rev. Brereton also possesses strong critical thinking and decision making skills, and the ability to build collaborations. His approach is results-oriented, loyal, adaptable, and innovative. He places strong value on every child with emphasis to create positive changes in their lives.

**Please plan to attend this motivational session scheduled just for LEOs at the MD-13 Convention in May.**

## How to Grow Membership? ....

### Ask Coal Grove

Activities are an important function of any organization because they are not only the driving force but also define the organization. Activities must be fresh, continuing, and above all fun for all participating, regardless of their role. When planning activities, within a community, never forget to consider other community clubs and organizations including other Lions Clubs, as potential partners.

Our club had become complacent, satisfied with collecting glasses and preparing pancakes bi-annually. We started to brain storm new ideas to boost interest not only within the club but the community as well. We added a Cruise-In for 2011 which didn't generate a great deal of money but the fun enjoyed by club members and the interest generated throughout the community was priceless. After the success of the Cruise-In, we are planning a Pancake Day, a 5k run, another Cruise-In, a golf scramble finishing with Breakfast With Santa for 2012.



A Cruise-In sparked interest in Lions Club for members and community alike.

Membership growth was a key issue facing our club. We, as a group, started contacting people in all walks of life, professions, and age groups in an attempt to increase our numbers of not only members but active members. Remember local school district officials and board members, county officials and local law enforcement can be valuable resources when planning activities and functions. We began our contacts by inviting people to meetings and different functions, getting them involved. We started inviting guest speakers to meetings such as County Officials and Law Enforcement. This has generated interest in potential and also current members. Our membership has nearly tripled.

Never forget the youth of the community as they are the resource of a perpetual club. We were approached by a few school age children, following our Cruise-In, asking to become Lions. This was the beginning of the Hornets Corner Alpha Leo Club. We would have been happy with 15 - 20 members. Imagine our surprise when 114 Dawson Bryant students asked to be inducted in the first Leo Club in Lawrence County.

The Coal Grove Lions Club remains dedicated to sight saving and community service. I hope the ideas and actions of our club will help others facing similar issues.

*by Tom Carey, President Coal Grove Lions Club*



## Flip Out Over Lions Pancakes

**Feb 4 Lynchburg** 8:00AM-11:00AM  
Lynchburg Lions Club/Gun Club  
(Pancake breakfast held the first Saturday of EVERY month)

**Feb 11 New Vienna** 8:00AM-2:00PM  
(backup date Feb18)

New Vienna Fire House on St Rt 28 W  
Pancakes and sausage, biscuits and gravy, drink included

\$5 for adults, \$2.50 age 12 and under

**Feb 11 Spring Valley, 7:00AM-Noon**  
Spring Valley Senior Center

1498 Spring Valley-Paintersville Rd  
Pancakes & Sausage \$5

Biscuits & Gravy \$3.75

**Feb 18 Martinsville**

8:00AM-11:00AM

Lions Bldg, N High St

Pancakes & sausage

Adult \$4.00, Children \$2.50

**Feb 25 Mt Orab** 7:30AM-11:00AM

Western Brown High School

Cost \$5.00

**Feb 25 West Union** 7:00AM-11:00AM

Venture Productions on SR 41S in West Union. Cost is \$5.00.

For more info, call Melane Pfistner @ 937-205-2572.

## Help Wanted - PET Work Day

A PET work day is scheduled for February 10th, 2012 at my work shop at 434 Danville Pike Hillsboro. Please try to arrive between 9:30 and 10:00 am. We will probably be finished about 2:00. However you can come and leave as you please. Wear warm work clothes. I have some heat, but if it is very cold you may want warm clothes. The shop has a heated half bathroom, and I have a heated room with chairs if any one wants to sit a while. Any one can work in my shop. You do not have to have special skills. Men and women have both worked on PET parts in my shop. It is a large pole barn that has a concrete floor. It was built for a work shop and has never been used for anything else. It has good lighting. I plan to have a knee replaced this spring so I need to get some parts ahead. If you have safety glasses you can bring them or I have some you can use. I need about 5 people. Please call so I can schedule the amount I need so some don't make a trip and there won't be anything for them to do. My cell is (937)302-8525, land line (937-393-1445, email jimgeorges56@gmail.com. Lion Jim

## Bellbrook Lioness Chili Spaghetti Dinner

Saturday, Feb. 4  
5 - 7:30 p.m.

Lions/Grange Building  
2757 Dayton Wilmington Rd. (South of Rt. 725)

Chili/Spaghetti,

Salad, Bread, Dessert, Beverage  
\$7.50 adults - \$4.50 child age 6 & under

Tickets can be purchased at the door or by calling Lioness Pat Crowe at 937-848-4450 or Lioness Linda Worthington at 937-848-2164. Or call Lion Ernie Josche at 937-435-0995.



## State Convention Ads Due March 15

Applications for advertisement space in the 93rd Annual Ohio Lions State Convention Commemorative Program are due no later than March 15. Ads run from \$25 to \$100, depending on size. The ads provide an excellent opportunity to promote your club events and to support our district. Please contact Mike Hathaway 740-779-2720 or deemike1@roadrunner.com for additional information about submitting an ad.

## Contact List

**District Governor Georgia Barber**

P O Box 326, Leesburg, OH 45135

937-780-6140

geobarber@cinci.rr.com

**1st Vice District Governor**

**Rick Tipple**

297 Circle Dr, Gallipolis 45631

740-446-1851 richard.tipple@att.net

**2nd Vice District Governor**

**Sherry Bingamon**

311 Water St, Mt Orab 45154

513-655-4964 sbing2@ymail.com

**Cabinet Secretary/Treasurer**

**IPDG Jay Carey**

635 Albin Avenue

Washington C.H., OH 43160

740-335-1107

buckeyejcarey@yahoo.com

**Newsletter Editor Carol Carey**

address and home phone as for

IPDG cawcarey@yahoo.com

**Zone 1 Chair Dave Jordan**

799 Murray Hill Dr, Xenia 45385

937-372-4774 dmj67@att.net

**Assistant Zone 1 Chair Beth Cauley**

1150 Oak Hill Dr, Fairborn 45324

937-878-0214 ecauley@woh.rr.com

**Zone 2 Chair Ray Deeks**

742 Fairway Drive

Washington C.H., OH 43160

740-335-8361

rayjanadeeks@att.net

**Zone 3 Chair Jim Faust**

2400 St Rt 131, Hillsboro 45133

937-288-2235

pjames.faust@gmail.com

**Zone 4 Chair PDG Bob Richmond**

500 Water St, Mt Orab 45154

937-444-4791

bobrichmond2@frontier.com

**Assistant Zone 4 Paul Geiger**

114 Mustang Dr, Sardinia 45171

513-543-2156

**Zone 5 Chair Arlan Cox**

9715 Co Rd 550, Chillicothe 45601

740-775-8638

ranlcox@roadrunner.com

**Zone 6 Chair Tom Huggins**

1330 Beaver Pike, Jackson 45640

740-286-7669

thuggins24343@roadrunner.com

**Zone 7 Chair Lou Pyles**

2526 S 5th St, Ironton 45638

740-533-3826

lpyles54@roadrunner.com

**Assistant Zone 7 Chair Brent Pyles**

bpyles53@roadrunner.com