



THE LION SPIRIT



WE SERVE

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Fellow Lions

With the holiday season now here it's a time of giving and spending time with family and friends. With everything that's been happening with the economy, it's important we focus on everything we have rather than what we don't have. When it comes to good news, the news media doesn't give us a lot. They focus on shootings, accidents, the market decline, foreclosures and etc. We don't always realize what we have until it's gone. Let's take time to count our blessings and make the holidays a joyful time of year.

Thanks to all who turned out for the food party on November 23rd. Let's not forget to thank the scouts for all their help. We delivered over 40 meals and it was done in no time. Special thanks to Bill Keidel and Bob de Normand for having everything so organized.

I attended a Lions meeting on membership and club public relations. It was interesting based on a survey that was done. People were asked if they have heard of the Lions club and what they do. The majority said they have heard of the Lions and they sell food.

Membership: Service organizations in general have seen a decline in membership and the Lions are no exception. I touched on this topic in an earlier article. Many clubs have an aging population and are having trouble recruiting younger members. There are a lot of reasons for the decline but we need more ideas in recruiting younger members. Do you know a neighbor, friend or relative that would make a good Lion?

Public Relations: Yes we sell food. The question is how do we let the community know where the money goes that we make selling food? Does our community know how we spend the money? This is a great community to live in I think most people know, but I don't know that for sure. Why can't we toot our horn a little more? We could publish more articles with pictures, leave signs on lawns where we install ramps, contact the media when we sponsor a heart warming event etc. We can talk about this a little more at our meetings.

In closing, Sharon and I extend our best holiday wishes to you and your family during this season of celebrations. May you and your loved ones enjoy good health and inner peace. Thank you for all you do as Lions.
YIL, Lion President Mel

UPCOMING PROGRAMS FOR OUR MEETINGS:

12/2/08- Board Meeting- CESPA will be giving our Lions Club an update on building a new playground.

1/27/09- The American Red Cross will be giving a program on Who They Are and What it means to donate Blood. This is a Dinner Meeting.

2/24/09- Oliver's Candies- Come and learn what Chocolate is all about and enjoy a few samples after dinner.

3/24/09- District Governor Terry Loucks will be making his visit to our club at this dinner meeting. Show him what wonderful club spirit we have by attending.

4/28/09- Boy Scout Troop #133 will be making a PowerPoint presentation. We are their sponsoring club. Plan on joining the scouts for dinner.

5/26/09- Region Steak Roast

Please make every effort to attend as many meetings as possible. The more Lions attending events and meetings means more Fellowship, Friendship, and a joint effort to making The Churchville Lions Club The Best Club in the District!

Respectfully submitted by
Program Chair Lion Nancy Neidrauer

The following article is FYI, the air time has since passed.

CNN Heroes – An All Star Tribute

Miracles through service is more than a catch phrase, it is what Lions do. The service we perform makes us heroes to those we help. To create more global awareness of how ordinary citizens are making miracles happen Lions Clubs International is joining forces with CNN Heroes to help honor and elevate volunteerism and community service in the U.S. and throughout the world. **CNN Heroes: An All-Star Tribute** recognizes ordinary citizens whose extraordinary deeds are making a difference in their communities and beyond.

After receiving nearly 4,000 submissions from 75 countries, a Blue Ribbon Panel including Archbishop Desmond Tutu, Dr. Jane Goodall, Queen Rania Al

Abdullah, Franklin Graham, Ervin 'Magic' Johnson and George Lopez (to name a few) selected this year's Top 10 CNN Heroes. Each Honoree will receive a \$25,000 award for his/her organization.

You have the opportunity to help choose which of the ten Honorees will become the *CNN Hero of the Year*. The winner will receive \$100,000 and be revealed during *CNN Heroes: An All-Star Tribute* on Thursday, November 27, 2008.

Because Lions Clubs International and our many members thrive on making positive contributions in our own communities, we encourage you to vote and help choose the 2008 CNN Hero of the Year. For more information and to vote, please visit www.cnn.com/heroes. Then watch *CNN Heroes: An All Star Tributes*, hosted by Anderson Cooper, on Thursday, November 27, at 9 p.m. (ET/PT). Please share this with your club members.

Sincerely,
Al Brandel
International President

These notes were shared in a separate e-mail from Lion Bernie Rabideau, not to be redundant just thorough.

On Saturday Nov. 22, PDG Marv Hankinson Sr., held a training session on Lions Public Relations at PDG Jim Schiebel's barn. About 20 Lions from Hilton, Hamlin, Churchville, and Brockport attended. We spent two hours discussing the best ways to get our Clubs in the news so that gaining new members may be easier if our communities knew what we do. Based on national surveys over 90% have heard of Lions Clubs but less than 10% know what we do and many think "We Serve" means food.

Here are a few things I took away from our meeting;

1. Have a PR person or committee in your club
2. Put a listing of media (news papers, TV, radio etc.) contacts together for your area to contact when you have events
3. Invite public officials (mayor, police chief, etc.) to your events to help as they draw media attention.
4. If you have a web site make sure it is up to date and use the District web calendar for your events-
news@lions20e1.org
5. We should share more info on our club activities in our area-North West Monroe/Orleans Co. E-mail news letters to each other. If your club does not have a news letter then do club meeting notes- I'll take an action to get this going-
ZC Greg
6. Many service clubs have an A-Frame sign with their logo and club activities. PDG Peter Neidrauer may help those clubs interested in constructing A-Frames with a project to build them in PDG Jim's barn. We could make

them all the same size and layout etc. I'll ask if clubs what to do this.- ZC Greg

7. PDG Marv had a clear plastic stand that was 8 x 10 with a pocket that he bought at Office Depot for displaying information on a shelf with club fliers. Your club could put these in a Town or Village Office etc.

I thought the time on Sat. was well worth it and PDG Marv/Jim will host another on Recruiting Lions some time in Dec. There are 10 modules in the training series and per PDG Marv the location could move if a particular club or Region wanted to host one session or more. Thanks to PDG Marv. and Jim for taking the time for us. ZC Greg

MEETING DATES

12/9/08	Business
1/6/09	Board
1/13/09	Business
1/27/09	Dinner
2/3/09	Board
2/10/09	Business
2/24/09	Dinner
3/3/09	Board
3/10/09	Business
3/24/09	Dinner



MERRY CHRISTMAS & HAPPY NEW YEAR!