

**Lions Club International  
MD-31 North Carolina Lions  
2010-2011 Council of Governors**

**Saturday, August 7, 2010**

**Hilton North Raleigh, Raleigh, NC**

Council Chair Ron Staley called the first meeting of the 2010-2011 North Carolina Lions State Council of Governors to order at 9:05 AM.

District Governor Bob Sprinkle led the Pledge of Allegiance and District Governor Bill Womack gave the Invocation.

For the record, the Council met in caucus on Friday evening, August 6, 2010. All eight District Governors were present at the caucus and at today's Council of Governors Meeting.

Members of the 2010-2011 State Council are:

DG George Suggs	31-A	DG Jerry Thomas	31-F
DG Bob Sprinkle	31-B	DG John Owens	31-G
DG Bill Womack	31-D	DG Tony Camaioni	31-H
DG Gary Steele	31-E	DG Gwen White	31-J
PDG Ron Staley, State Council Chairperson			
PDG Ron Kelly, State Council Secretary-Treasurer			

CC Staley welcomed all to the first State Council Meeting of the 2010-2011 Lionistic Year and singled out this year's First Vice District Governors for recognition.

CC Staley recognized Lions Clubs International President, Sid L. Scruggs, III for a few remarks. Lion Sid thanked all the North Carolina lions and especially those who helped him at the International Convention in Sydney and went on to discuss, in detail, his theme for his year, "Beacon of Hope." He ended his remarks by noting that during his year as President there will be a new emphasis on service and much more Public Relations centered on what our Lions are doing.

**Governor Owens moved to approve the Agenda for today's meeting; seconded by Governor Thomas. The Motion passed.** (See attachment A)

**Governor Thomas moved to accept the Minutes of the May 1, 2010, State Council Minutes as distributed to all District Governors and Vice District Governors and as posted on the web site; seconded by Governor Steele. The Motion passed.**

Past Council Chair Harvey Whitley agreed to serve as Parliamentarian.

### **Unfinished Business:**

Vice Council Chair, DG Gary Steele, was recognized and reported, for the record, the results of the meeting of the Council of Governors he called to order in Sydney, Australia, at 12:40PM, July 2, 2010. He stated that DG Gwen White made a motion that the following slate of officers be elected to the respective positions: PDG Ron Staley—Council Chairperson; PDG Ron Kelly—Council Secretary-Treasurer; and, DG Gary Steele—Vice Council Chairperson. DG Jerry Thomas seconded the motion. There was no discussion. The motion was approved unanimously. The Meeting was adjourned at 12:45PM. (See attachment B)

In the absence of Lion Curtis Erickson, PDG Joe Silvers was recognized and delivered the final report of the 2010 North Carolina Lions State Convention. A total of 441 Lions attended the convention, he said: 324 attended family fun night; 289 attended the tail twister breakfast; 71 Lions attended the Past District Governors luncheon; and, 362 attended the District Governors banquet. He noted that total income was \$73,322.66 and total expenses were \$62,444.39. This left a balance of \$10,878.27 (\$6,000 return of advance and a \$4,878.27 profit) which will go back into the State Convention Reserve Fund. (See attachment C)

### **New Business:**

Council Secretary-Treasurer Kelly presented the 2009-2010 year-end Financial Reports. He reviewed and explained each line item regarding income received during the past year. On the expense side, he concentrated his discussion on those items that exceeded budgeted amounts, i.e., line 310, State Convention-cash advance, which exceeded budget by \$6,000 due to the need of the Convention Committee to subsidize room rates. (See attachment D)

### **Governor Camaioni moved to accept the 2009-2010 year-end Financial Reports; seconded by Governor Womack. The Motion passed.**

Council Secretary-Treasurer presented the proposed 2010-2011 State Council Budget. He stated that it was a balanced budget. The projected income from dues, he said, is predicated on the average number of NC Lions for the year of 8584 members. He then proceeded to explain each of the line items under Income. In reviewing the Expense line items, Kelly pointed out the downward adjustments made to line item 230 (office supplies), line item 240 (printing), line item 290 (expenses-state secretary-treasurer), and line item 300 (expenses- state council chair to reflect last year's experience. Line item 305 (council chair- Intl. convention expenses), Kelly said, was drastically reduced from \$4,000 to \$1,600 to reflect the convention being in Seattle, Washington. Kelly noted that State Council Committee Chair requests were in line with last year's requests with the exception of a new line (429) for Campus Clubs with a \$500 funding. During the discussion that followed, a motion was made by DG White, seconded by DG Suggs to add \$500 to line 435 for jacket crests for the 2<sup>nd</sup> Vice District Governors. The motion passed.

**Governor Camaioni moved to accept the 2010-2011 State Council Budget, as revised; seconded by Governor Sprinkle. The motion passed.** (See attachment E)

Council Chair Staley then brought up the matter of the \$62,500 LCIF Grant for equipment at the UNC-Chapel Hill Eye Clinic which was discussed, in detail, at the Friday Night Caucus. He stated that for this grant request to go forward a motion needed to be made. Accordingly, **Governor Steele moved that the State Council endorse a request to the Lions Clubs International Foundation requesting a \$62,500 matching grant for equipment purchases for the Eye Clinic at UNC-Chapel Hill; seconded by Governor Womack. The motion passed.**

Council Secretary-Treasurer Kelly requested approval to continue our relationship with RLI Surety Co. as the provider of the Surety Bonds for the State Council Treasurer's, Promotions Committee Treasurer's, and the Statewide Blanket Bond for the District Cabinet Treasurer's. He also requested that the Pinehurst, NC Branch of First Bank be approved as the depository for all State Council and Promotions Committee funds. **Governor Thomas moved to approve RLI Surety Co. for State Council Treasurer's, Promotions Committee Treasurer's, and Cabinet Treasurer's Surety Bonds and the Pinehurst, NC Branch of First Bank be the depository for State Council and Promotions Committee funds; seconded by Governor Owens. The motion passed.**

Council Chair Staley brought up the matter, discussed at the Friday Night Caucus, that the State Convention Treasurer also be bonded. He stated that the amount of the bond would be \$50,000 and that council would pay for the surety bond and subsequently be reimbursed by the State Convention Committee. He called for a motion on the matter. **Governor White moved to approve the motion, as discussed; seconded by Governor Womack. The motion passed.**

Council Chair Staley announced the need to appoint a Secretary-Treasurer for the Promotions Committee. **Governor Suggs moved to appoint PDG Ron Kelly as the Promotions Committee Secretary-Treasurer for 2010-2011; seconded by Governor Thomas. The motion passed.**

Council Chair Staley asked the Council to review the list of State Council Committee Chairs that was distributed and to advise him if it is correct. Hearing no corrections, he called for a motion to approve. **Governor Womack moved to approve the State Council Committee Chairpersons for 2010-2011; seconded by Governor Steele. The motion passed.**

Council Chair Staley called upon District Governors Suggs and White to discuss the Council's Statewide Project. Governor White began the discussion by announcing that this project would be an auction to be held in the Raleigh Area at approximately the same time, or in conjunction with, International President Sid Scruggs' International Board of Directors Meeting. The money raised, she said, would go to White Cane. She noted that this auction would be modeled after the charity auction Governor Suggs conducts at the Grove Park Inn which raised \$72,000 this past year. They would have a dinner, donated by a local hotel and would charge attendees \$20 for the dinner and auction. Auction items already donated, she said, include a used car, antique

clocks, tickets to Bristol Motor Speedway and weekend and week-long stays at popular resorts. As they plan on having 100/125 silent and 50 live auction items she requested all Lions participate in acquiring auction items. This would entail about 25 items per district. She noted that cash in lieu of an auction item would be acceptable. Both Lions and the general public will be encouraged to attend. Governor Suggs added that publicity is the key to making this project a success. He noted that when the general public sees the fun Lions are having with this auction, they may want to become members. During the discussion that followed, it was mentioned that the NCLF has made its 501 C (3) available for this event for donors to take advantage of, should the wish. Also, credit card purchases will be available. When asked when this auction would be held, Governor White mentioned Friday, April 15, 2011 as a probable date.

Council Chair Staley called upon Lion Harriett Edmunds, Chair of the State Convention Committee, for her report. Lion Edmunds stated that she had been keeping in touch with PCC W. Brad Logsdon who is the Chair of the 2011 State Convention in Fayetteville, NC and noted that he feels the 2011 Convention will be one of the best we have ever had. With regard to the 2012 State Convention, she stated that District 31-E has been chosen and while a Convention Chair has yet to be chosen, a preliminary planning meeting has been held. First Vice District Governor Mike Schwartz, who chaired that meeting, has stated that two of the twelve hotels in the Charlotte area that can accommodate a convention of our size have expressed interest in hosting our convention; these hotels are the Hilton Charlotte University Place in Charlotte and the Embassy Suites Hotel and Conference Center in Concord. Preliminarily, a decision has been made to recommend that the 2012 State Convention be held May 31-June 3, 2010. In closing Lion Edmunds asked the Governors to go back to their Districts and ask if there was an interest in hosting the 2013 State Convention and to let her know as soon as possible if they had an interest. In the discussion that followed, **Governor White moved that PDG Benny Pugh be nominated to Chair the 2012 State Convention; seconded by Governor Camaioni. The motion passed.** (See attachment F)

Council Chair Staley then called upon PCC W. Brad Logsdon, Chair of the 2011 State Convention. Lion Logsdon started his report by announcing that there were only 220 rooms available at the Holiday Inn Bordeaux in Fayetteville, NC, the location of the 2011 State Convention, and that Lions needed to get their reservations in early. The cost was \$85.00 per night, he said. He noted that he has already distributed Ad forms and stated that there was a need for fifty (50) + full page ads to complete the program booklet. He went on to say that he needed approval for the registration form and the budget with modifications to both that will reflect an offset to the cost of the meals as they are currently printed in the budget and the registration form. These modifications are predicated, he said, on the Council approving an advance of \$5,000 which will be used to reduce the costs of both the Friday evening meal and the District Governors Banquet on Saturday evening. **Governor Thomas moved that both the registration form and the convention budget, as modified to reflect the reduction in the cost of two meals (as noted above) be approved and that \$5,000 be advanced from the State Convention Reserve Account to cover these costs; seconded by Governor White. The motion passed.** PCC Logsdon then

went on to outline the menus of each of the meals. The Friday night "Fun Night", he said, will have an International Theme; there will be a parade of individuals dressed in their native costumes. The final group in this parade will be Native American Indians from Pembroke, NC. PCC Logsdon then discussed the per table fees to be charged to non-Lion affiliated vendors who will be exhibiting at the convention. He said he needed approval to charge \$100 per table to these vendors. **Governor Owens moved to approve the charge of \$100 per table to each non-Lion affiliated vendor exhibiting at the State Convention; seconded by Governor Camaioni. The motion passed.** PCC Logsdon noted that the number of large screen TV's to be used in the banquet hall is currently under discussion. The cost of one screen and one camera amounts to \$1,400, he said. He said that the fact that the head table will be on the widest side of the room might necessitate the need for more than one screen and its additional cost. He then turned his attention to the State Convention Pin that is traditionally put into the registration packet. A discussion then ensued between Lion Brad, PCC Dave Butler, CC Ron Staley, and IP Sid Scruggs regarding the most appropriate pin to select. IP Sid Scruggs noted that LCI Club Supplies has available, for the first time ever, a commemorative pin that is the Presidential Pin with the "Beacon of Hope" on it that is solid gold. Through September this pin can be purchased at a reduced price of \$1.95 each. Normally, he said it would cost \$3.00 each. He recommended the State Council consider this pin for inclusion in the registration package. PCC Brad Logsdon stated that the convention committee has already budgeted \$1,000 for 500 pins. CC Staley then noted that it was not a funding issue, rather, he said, it was a selection issue amongst the pins that would be available. After further discussion, **Governor White moved that an order be placed by the Convention Committee for 700 gold LCI commemorative "Beacon of Hope" pins; seconded by Governor Thomas. The motion passed.** Convention Chair Logsdon said that the Convention budget would be adjusted accordingly. Lastly, PCC Logsdon discussed the front cover of the convention Program Booklet which was distributed to the Council for their review. After a brief discussion, **Governor Owens moved to approve the design of the 2011 State Convention Program Cover; seconded by Governor Camaioni. The motion passed.**

(See Attachments G)

CC Staley called upon North Carolina Lions Foundation President Herb Justice to give his report. NCLF President Justice, while noting that this year's camping session was successful in some regards, stated that it was somewhat disappointing in that camp utilization was only 67% and the youth week saw only 27 attendees. We need to find a way, he said, to entice our visually impaired to attend camp. On another note, he announced that he had appointed a committee to review the criteria for winning the John L. Stickley Award. In closing, he announced that a Volunteer Work Day had been scheduled for Saturday, September 18<sup>th</sup>. (See attachment H

CC Staley recognized MD-31 GMT Chair Martha Butler for her report and to introduce the MERL Team Chairs for their reports. The main thrust of GMT Chair Martha's was to review, in detail, the very successful MERL Team Training Workshop held at Camp Dogwood on May 15<sup>th</sup> and 16<sup>th</sup>, 2010. She also announced that she has tentatively scheduled another GMT/MERL Team Training Workshop at Camp Dogwood on Saturday, May 14<sup>th</sup> and Sunday, May 15<sup>th</sup>, 2011.

**Note:** On August 16, 2010, GMT Chair Martha sent an e-mail to all State Council and MERL Team members that due to changes for the GMT and MERL Team that LCI is implementing in 2011-2012 the scheduled May 2011 workshop is cancelled as is her request for funding of that workshop.

(See attachment I)

**Membership:** PCC Gary Greene began his report by recognizing the individual Districts Membership Chairs and by reviewing last year's membership efforts. He reiterated his membership team philosophy of R&R&R: recruiting, rebuilding, and recognizing. He then went on to review his committees 2010-2011 membership goals, his recommendation to the State Council (placing billboards statewide), and how we should measure success.

(See attachment J)

**Extension:** PDG Larry Gasperson stated that his goal for 2010-2011 was for each District to charter at least two (2) new clubs this Lions year; Traditional, Branch, or Alpha or Omega. Hopefully, he said, all districts will use Extension Workshops.

(See attachment K)

**Retention:** PCC Harvey Whitley reviewed the membership results from last year, stated how we began this year, and then challenged the district committee chairs to adopt the theme "Train to Retain" for this year. He emphasized their need to work closely with their membership chair and for them to develop a focus on membership.

(See attachment L)

**Leadership:** PDG Bob Shook reported that he has met with this year's First Vice District Governors for their first training session in May and has planned a second training session with them in December.

(See attachment M)

#### **Reports of Statewide Committee Chairs:**

**Boys & Girls Homes of North Carolina:** PDG Theresa Matthews reported that this year's Council has charged her committee with doing an inventory of children's homes in each district to determine their sources of income and their needs. Her goal for the committee is to educate and encourage the Lions of North Carolina to be a Beacon of Hope to youth in need of a safe haven.

(See attachment N)

**Omega/Campus Clubs & Alpha Leo Clubs:** (Lions Penny Rummel and Ken Bucher have chosen to combine their reports). Their report stated that the new MD-31 focus will be that of the Leo Club Program and their personal slogan will be, "Sow the Seeds of Service." Current Leo District Chairs, they said, will take the lead on the Alpha Clubs, ages 12-18 and the District Campus Club Chairs will focus on the Omega Leo Club Program, ages 18-30. They will focus, they said, on Private Schools, Community Colleges as well as the traditional schools. It was noted that the next Leo Convention will be the last weekend in February, 2011. As the attendees to last year's convention requested some type of Service Project, we were advised that there has been a request to have the Leo's do a "Feed the Hungry" Project at their upcoming convention with funding from the Lions of the State and an LCIF Grant. Governor White joined the discussion at this point advising that she talked with Tara Thompson who is President of the State Leo's and

**NC Lions MD-31 State Council Meeting  
9AM Saturday, August 7, 2010  
North Raleigh Hilton, NC**

**Call To Order** ..... Council Chair Ron Staley  
**Pledge of Allegiance** ..... District Governor Bob Sprinkle  
**Invocation** ..... District Governor Bill Womack  
**Welcome to all Lions and guests**.....CC Ron Staley  
**Recognition of International Officers** .....CC Ron Staley  
**Approval of Agenda**.....CC Ron Staley  
**Reading of May, 2010, Council Minutes**..... SST Ron Kelly  
**Appointment of Parliamentarian** .....CC Ron Staley

**Unfinished Business:**

- Report of results of Election of Officers by  
2010-11 Council of Governors ..... District Governor Gary Steele
- Final Report of the 2010 State Convention: .....Chair: Curtis Silvers

**New Business:**

- Reading of Communications.....State Secretary Treasurer Ron Kelly
- 2009-10 Year End State Council Financial Report: ..... SST Ron Kelly
- 2010-11 Proposed State Council Budget:..... SST Ron Kelly
- Recommendations for bonding company and bank:..... SST Ron Kelly
- Appoint a Secretary/Treasurer for the Promotions Committee: .....CC Ron Staley
- Appointment of State Council Statewide Committee Chairs: .....CC Ron Staley
- Council of Governors State Project ..... Chairs: DG George Suggs/DG Gwen White
- 2010 State Convention Plans: .....Chair: Brad Logsdon
- Status of the 2011 and 2012 Lions State Conventions ..... Chair: Harriett Edmunds
- North Carolina Lions Foundation .....President: Herb Justice
- Global Membership Team Updates/Goals:
  - Membership ..... Chair: Gary Greene
  - Extension.....Chair: Larry Gasperson
  - Retention ..... Chair: Harvey Whitley
  - Leadership.....Chair: Bob Shook
  - GMT..... Chair: Martha Butler
- Reports of Statewide Committee Chairs
  - Boys and Girls Home:..... Chair: Theresa Matthews
  - Campus Club:.....Chair: Penny Rummel

- Constitution and Bylaws:.....Chair: Charles Holleman
- Diabetes: ..... Chair: Bill Barnwell
- History: ..... Chair: Valerie Carpenter
- Information & Technology: .....Chair: Paul Bledsoe
- LCIF MD Coordinator: ..... Chair: Harvey Whitley
- Leo: ..... Chair: Ken Bucher
- Celebrate Liberty: ..... Chair: Mike Covell
- Lions Alert Program: ..... Chair: Dale Dupree
- Nominating: .....Chair: Jimmy Foster
- Promotions:.....Chair: Paulette Gasperson
- Research/Long Range Planning:..... Chair: John Miller III
- Youth Exchange:..... Chair: Christian Todd

**Announcements**

- Next Meeting will be 9AM Saturday, November 13, at the Doubletree Motel in Rocky Mount – Pre-registration is available Sunday at the NCLF meeting or by calling Beth at NCLF officer (800-662-7401 ext: 222).
- Persons interested in running for Council Chairperson or State Secretary Treasurer must have resumes to Nominations Chair, Jimmy Foster by September 30.

**Adjournment**



**Ron Kelly**

Attachment B

**From:** Gary Steele [glsteele@hughes.net]

**Sent:** Wednesday, July 14, 2010 10:43 PM

**To:** Bill Womack; George Suggs; Gwen White; Jerry Thomas; John Owens; Robert Sprinkle; Ron Kelly; Ron Staley; Tony Camaioni

**Subject:** 1st Council Meeting minutes

Here is a record of the 1<sup>st</sup> meeting of the Council of Governors in Sydney.

12:40 pm  
July 2, 2010

The meeting was called to order by Council Spokesperson DG Lion Gary Steele, 31-E. DG Lion Gwen White, 31-J, made a motion that the following slate of officers be elected to the respective positions:

PDG Ron Staley – Council Chairperson  
PDG Ron Kelly – Council Secretary/Treasurer  
DG Gary Steele – Vice Council Chairperson

DG Jerry Thomas, 31-F, seconded the motion. There was no discussion. The motion was approved unanimously.  
Meeting was adjourned at 12:45 pm.

Thanks,  
Gary Steele  
DG, 31-E  
2010-2011

7/15/2010

**2010-2011 Council of Governors Meeting**

**North Raleigh Hilton**

**August 7, 2010**

**Final report of the 2010 North Carolina Lions State Convention**

**The 2010 North Carolina State Convention is in the history books. All Lions I have talked to said they enjoyed the convention and mountains in which it was located. We were fortunate to have International President Sid Scruggs and Past International President Jim Ervin with us for the convention and were told by them that the convention was a success and very enjoyable to them and their spouses.**

**The convention committee was formed in June of 2009 and met monthly until the convention. The committee was composed of Lions from all over the district and we averaged 40 members a meeting. A sub committee was also formed of the Registration chair, District State Convention chair, Convention Treasurer, State Council chair, State Convention chair, Convention Program chair, Convention Secretary and Spouses. This committee met every two weeks starting in December 2009 until April 2010 then every week until the convention to discuss matters pertaining to convention and bring them to the main committee to finalize. This worked well as everything seem to go as planned at the convention.**

**We did get a \$6000 advance from the Council of Governors to reduce the cost of the rooms for the Lions, and due to the success of the ads for the State program book we further reduced the rooms to \$89. This saved the Lions a total of \$26.62 a night on the rooms. The total monies taken in including the \$6000 was \$73,322.66 and total expenses was \$62,444.39 leaving a balance of \$10,878.27 to go back into the State Convention fund. We do however have one outstanding ad of \$1000 to collect, and when we collect it will send it to the Council of Governors to put in convention fund.**

**There was a total of 441 Lions that attended the convention :324 lions attended family fun night, 289 Lions attended the tail twisters' breakfast, 71 Lions attended Past Governor's banquet, and 362 lions attended the District Governor's banquet. We had attendance from all the districts from across the state and 4 Lions from other states. The golf tournament was held at Grove Park Inn, which is a Donald Ross course, so it was a real treat for the golfers. We had tours to Biltmore House, Harrahs at Cherokee, trips to the mall and Marjorie McCune Memorial Center.**

**I would like to thank all the members of the 2010 North Lions Carolina State Convention Committee for all their hard work and making the 2010 State Lions Convention the best ever. I would also like to thank the Council of Governors for allowing me to chair the convention as it was a very fulfilling experience.**

**Respectfully submitted,**

*Curtis Erickson*

**Lion Curtis Erickson**

**2010 North Carolina Lions State Convention Chair**

**Attachments: Financial statement and deposits**

8-06-2010

Dear Ron,

Enclosed find MD31 2010 Lions State Convention check #328 in the amount of \$10,878.27.

This represents the amount of the profits from the 2010 State Convention. This amount will repay the amount advanced, \$6000.00, by the Council of Governors plus \$4878.27 Convention profits

Any questions or comments please advise.

In Lionism  
PDG Larry Gasperson   
2010 State Convention Treasurer

**North Carolina Lions State Council  
2009 - 2010 Council Financial Statement**

INCOME:	2009-10 Budget	06/30/10 Actual	Difference	Line Item
BAL FWD		21,906.26		100
State Dues (.Est 8850 X \$3.50 for '09-'10)	30,975.00	30,093.00	882.00	110
Interest Received (Council + MM)	1,000.00	543.27	456.73	120
District Cabinet Secretary/Treasurer Bonds	417.50	417.52	-0.02	130
State Convention Tail Twister's ticket sales and auction	2,500.00	0.00	2,500.00	140
State Convention Income *	4,000.00	15,984.88	-11,984.88	150
Youth Exchange * ( \$500 per District)	4,000.00	3,362.00	638.00	160
Celebrate Liberty *	500.00	742.70	-242.70	165
Misc. Income not Budgeted	138.00	15,640.80	-15,502.80	190
	<u>43,530.50</u>	<u>66,784.17</u>	<u>-23,253.67</u>	
<b>Total Income</b>	<b>43,530.50</b>	<b>66,784.17</b>	<b>-23,253.67</b>	
<b>EXPENSES:</b>				
Financial Audit	300.00	300.00	0.00	200
District Cabinet Secretary/Treasurer Bonds	417.50	417.50	0.00	210
State Secretary/Treasurer's Bond	103.00	103.00	0.00	215
Clerical Services - NCLF	600.00	600.00	0.00	220
Office Supplies (Secretary / Treasurer)	400.00	133.59	266.41	230
Printing (NCLF, SST, Ck printing)	550.00	182.16	367.84	240
Postage (NCLF, SST, and CC)	250.00	158.33	91.67	250
Telephone (SST)	50.00	50.00	0.00	260
Awards, Plaques and Gifts	1,500.00	675.80	824.20	270
State Council Meeting Rooms	2,000.00	0.00	2,000.00	280
Expenses - State Secretary/Treasurer	3,000.00	1,735.46	1,264.54	290
Council Chair - Statewide Expenses	5,000.00	3,997.89	1,002.11	300
Council Chair - International Convention	4,000.00	3,168.66	831.34	305
State Convention - cash advance	0.00	6,000.00	-6,000.00	310
Membership committee	1,000.00	440.20	559.80	320
Extension Committee	1,500.00	0.00	1,500.00	330
District Extension Workshops	2,100.00	2,015.20	84.80	335
Retention Committee	1,000.00	0.00	1,000.00	340
Leadership Committee	5,500.00	3,381.40	2,118.60	350
State Council Committee Expenses	6,000.00	4,501.14	1,498.86	360
Celebrate Liberty *	1,000.00	1,128.55	-128.55	380
Leo Clubs Expenses	500.00	417.50	82.50	390
Youth Exchange *	1,000.00	0.00	1,000.00	400
Information Technology/ Public Relations	2,000.00	0.00	2,000.00	410
Peace Poster Award - bond, hotel, banquet, plaque	500.00	298.10	201.90	425
Boys & Girls Home Committee	400.00	400.00	0.00	426
Lions Quest	1,000.00	0.00	1,000.00	427
Diabetes Awareness	200.00	246.62	-46.62	428
VDG Clothing Allowance (8 people @\$130 each)	1,040.00	1,040.00	0.00	430
CC & Secr/Treas clothing allowance (@ \$130 each)	260.00	260.00	0.00	431
CC, SST, DG & VDG Jacket Crests - 18 x \$20	360.00	718.75	-358.75	435
Misc Expenses not budgeted	0.00	11,095.04	-11,095.04	440
	<u>43,530.50</u>	<u>43,464.89</u>	<u>65.61</u>	
<b>Total Expenses</b>	<b>43,530.50</b>	<b>43,464.89</b>	<b>65.61</b>	
<b>Income Less Expenses</b>	<b>0.00</b>	<b>23,319.28</b>	<b>-23,319.28</b>	

\* designated accounts in Money Market

<b>Checking Balance on Hand</b>	06/30/10	<b>25,482.26</b>
<b>Money Market Total</b>	06/30/10	<b>47,471.31</b>
<b>Total Council Assets</b>	06/30/10	<b><u>72,953.57</u></b>

**Council Money Market #450**  
**Council Designated Accounts**  
**2010-2011**  
**Money Market Allocation**

<u>Name</u>	<u>Action</u>	<u>Date</u>	<u>Description</u>	<u>Withdrawal</u>	<u>Deposit</u>	7/1/10 <u>Balance</u>
		6/30/10	<b>Grand Total Money Market Account</b>			<b>47,471.31</b>
<b>1. State Convention Reserves</b>	Bal. Fwd.	7/1/10				27,600.04
<b>2. Celebrate Liberty</b>	Bal. Fwd.	7/1/10				642.70
<b>3. Youth Exchange</b>	Bal. Fwd.	7/1/10				5,598.69
<b>4. State Council Reserves</b>	Bal. Fwd.	7/1/10				13,102.52
<b>Interest Received</b>	Bal. Fwd.	7/1/10				527.36

**North Carolina Lions State Council**  
**Proposed 2010 - 2011 Council Budget**  
**July 1, 2010**

INCOME:	08-'09 Budget	09-'10 Budget	End of year Actual	Proposed 10-'11 Budget	Line Item
<b>BAL FWD</b>	15,250.00	21,906.26	25,482.26		100
State Dues	30,940.00	30,975.00	30,093.00	30,044.00	110
Interest Received (including interest on MM)	1,100.00	1,000.00	543.27	600.00	120
District Cabinet Secretary- Treasurer Bonds	417.50	417.50	417.52	418.00	130
State Convention TT's Brkf Auction & Tickets	2,500.00	2,500.00	0.00	0.00	140
State Convention Income *	4,000.00	4,000.00	15,984.88	5,000.00	150
Youth Exchange Funds *	4,000.00	4,000.00	3,362.00	4,000.00	160
Celebrate Liberty *	1,000.00	500.00	742.70	750.00	165
LCIF Grant				62,500.00	170
Income Not Budgeted	0.00	138.00	15,640.80		190
<b>Total Income</b>	43,957.50	43,530.50	66,784.17	103,312.00	
<b>EXPENSES:</b>					
Financial Audit - annual	500.00	300.00	300.00	400.00	200
District Cabinet Secretary- Treasurer Bonds	520.50	417.50	417.50	420.00	210
State Secretary/Treasurer Bond		103.00	103.00	103.00	215
Clerical Services - NCLF	600.00	600.00	600.00	600.00	220
Office Supplies (Secretary / Treasurer)	250.00	400.00	133.59	300.00	230
Printing (NCLF and Secretary / Treasurer)	450.00	550.00	182.16	250.00	240
Postage (NCLF and Secretary / Treasurer)	350.00	250.00	158.33	250.00	250
Telephone (Secretary / Treasurer)	50.00	50.00	50.00	50.00	260
Plaques and Gifts	1,500.00	1,500.00	675.80	1,000.00	270
State Council Meetings	2,000.00	2,000.00	0.00	0.00	280
Expenses - State Secretary / Treasurer	3,000.00	3,000.00	1,735.46	2,500.00	290
Expenses - State Council Chair	6,000.00	5,000.00	3,997.89	4,000.00	300
Council Chair - International Convention Expenses	0.00	4,000.00	3,168.66	1,600.00	305
State Convention - cash advance	4,000.00	0.00	6,000.00	6,000.00	310
Membership committee	1,000.00	1,000.00	440.20	1,000.00	320
Extension Committee	1,500.00	1,500.00	0.00	1,500.00	330
District Extens.Wkshps - Council Matching Funds	1,000.00	2,100.00	2,015.20	2,200.00	335
Retention & Orientation Committee	1,000.00	1,000.00	0.00	500.00	340
Leadership Committee	4,000.00	5,500.00	3,381.40	5,500.00	350
State Council Committee Expenses	8,000.00	6,000.00	4,501.14	5,000.00	360
Celebrate Liberty *	1,500.00	1,000.00	1,128.55	1,000.00	380
Leo Clubs Expenses	500.00	500.00	417.50	700.00	390
Youth Exchange	4,000.00	1,000.00	0.00	1,000.00	400
Information Technology/ Public Relations	300.00	2,000.00	0.00	1,200.00	410
LCIF Grant		0.00	0.00	62,500.00	420
Peace Poster bond	250.00	500.00	298.10	500.00	425
Boys & Girls Home Committee		400.00	400.00	500.00	426
Diabetes Awareness		200.00	246.62	200.00	428
Campus Clubs				500.00	429
VDG Clothing Allowance (8 people @ \$130 each)	1,300.00	1,040.00	1,040.00	1,040.00	430
CC & State Sec/Treas clothing allow.@ \$130 each		260.00	260.00	260.00	431
CC, SST, DGE & VDG Jacket Crests (18 @ \$20)	360.00	360.00	718.75	718.75	435
Misc Expense not budgeted	27.00	0.00	11,095.04	20.25	440
<b>Total Expenses</b>	43,957.50	42,530.50	43,464.89	103,312.00	
<b>Income Less Expenses</b>	0.00	1,000.00	23,319.28	0.00	
<b>Checking Balance on hand - end of 2010</b>	<b>15,250.00</b>		<b>25,482.26</b>		
<b>Money Market Balance - end of 2010</b>	<b>42,708.45</b>		<b>47,471.31</b>		

State Convention Chair  
Report to State Council of Governors  
by  
Harriett Edmunds  
August 7, 2010

Governors, Council Chair Ron, Council Secretary Ron:

First, let me thank you for allowing me to serve you in this capacity. I will try my best to do a good job for the Lions of North Carolina, by researching and securing locations that will be perfect places for us to gather for State Conventions in the near future. As a meeting planner, my 4 top priorities are:

1. **Destination**
2. **Hotels/Facilities**
3. **Value**
4. **Service**

The **destination** for the 2013 State Convention has not been chosen as of this date. I would like for you District Governors to go back to your Districts and ask if there is an interest in hosting the 2013 convention. Please let me know as soon as possible, so that the Council can be advised. I suggest that this decision should be on the Council's agenda at their next meeting.

**Hotels and other meeting facilities** such as conference centers need to offer accommodations that can comfortably suit the needs of our organization. This is a process that will involve site visits and negotiations with the facility staff.

**Value** is more than just price - - the bottom line is all about getting exactly what we need for our convention at a price that is reasonable and will appeal to our NC Lions.

**Service** is very important. From the minute we call to make a reservation, to the check in and out process; from food and beverage at our banquet and other meal functions, to the staff that makes sure that our sleeping rooms have everything that is necessary to have a quality overnight experience – these services can make the difference in a good or not so good experience at a convention. The staff of the facility we choose will know that we expect excellent service from all members of their staff.

I will be keeping in touch with the 2011 Convention Committee and their Chair Brad Logsdon, and have offered my assistance in any way to help to make our convention in Fayetteville a great experience for NC Lions. They are doing a great job and have produced a number of documents for you to see and hopefully approve.

District E has been chosen as the location of the 2012 convention. Governor Gary has advised me that they will soon pick their Convention Chair and that planning will begin. I know that District E First Vice District Governor Mike met with some of the district Lions at Camp Dogwood recently, but I have not heard the results of that meeting. It is imperative that we begin our search for the location of the 2012 convention, as hotels and conference centers are booked several years in advance by groups such as ours. We really need to make site visits to hotels and conference facilities as soon as possible. I am ready and willing to schedule on-site visits with Governor Gary, the Convention Chair, and any other District E Lions designated by the Governor, to negotiate a contract for that convention. Anyone who has been involved in a process like this will agree that it takes a team of dedicated Lion leaders to pull this off. I know those leaders in District E will step up to the plate to get the job done.

Council Chair Ron advised me that one of my jobs is to make sure that the guidelines for State Conventions are rewritten. Revisions to the guidelines are in the process of being written and a draft will be completed and ready for you to see prior to the February Council meeting.

Again, I thank you for allowing me to serve you and the NC Lions in this capacity. I'll be happy to answer any questions you may have at this time.





2011  
NORTH CAROLINA LIONS  
STATE CONVENTION  
JUNE 16-19

*WE WELCOME THE LIONS TO  
GREATER FAYETTEVILLE –  
America's Most Patriotic Town.*



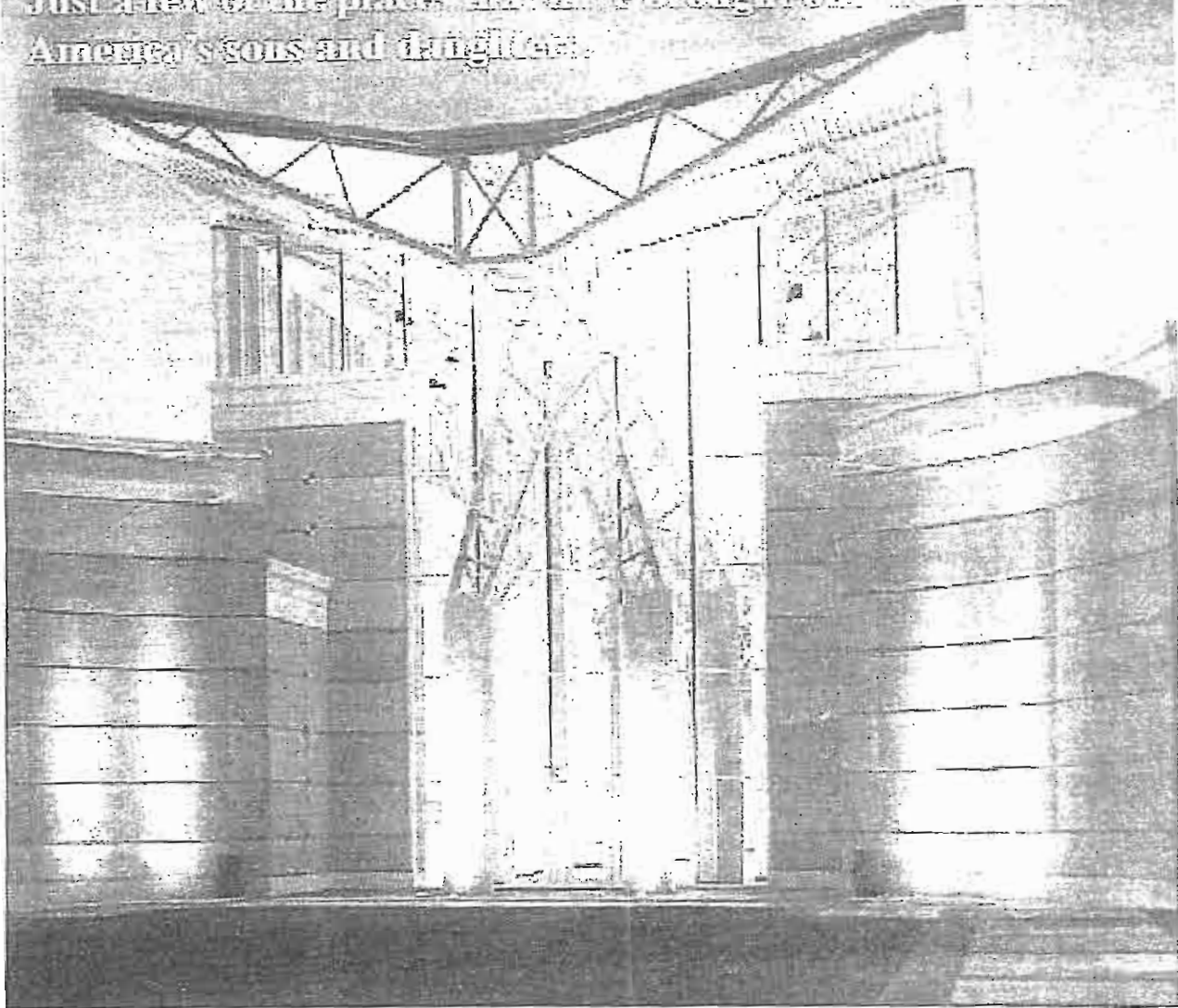
*Fayetteville*  
*North Carolina*  
A GREAT HISTORY  
& VISITOR'S DESTINY  
**HISTORY, HEROES,  
A HOMETOWN FEELING!**

  
**Holiday Inn**  
**BORDEAUX**  
FAYETTEVILLE, NORTH CAROLINA

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### 2011 NORTH CAROLINA LIONS STATE CONVENTION

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# MINUTES 2011 NC LIONS STATE CONVENTION COMMITTEE JULY 21, 2010

WELCOME: Lion Brad Lodsdon

PRAYER: Lion Tommy Brooks

PLEDGE: None

MEMBERS PRESENT: Lion Brad Logsdon, Lion Dan Boudreau, Lion Larry Wojeik, Lion Charles Smith, Lion Dave Martin, Lion Bryan Carr, Lion Tommie Brooks, Lion Jerry Thomas, Lion Denning Butcher, Lion Randy Kirby, Lion Vince Shimmoller, Lion Margaret Strange, Lion Diane Westerbeeck, Lion Ron Staley.

BUDGET: Is attached to these minutes in 2 separate copies. Each member present has received a copy.

PROGRAM COVER: A first draft was shown to the committee. It was designed by the Visitor's Bureau of Fayetteville. They have also purchased the front cover of the program for \$4000.

THEME: Using an International Festival theme people from several different surrounding counties in costume to lead in on Friday night hopefully led by bagpiper from Saint Andrews College. These groups may also do some entertainment.

MENUE REVIEW: This is being finalized by Lion Dan and an overview was presented.

Further discussion: There is in the planning the Liberty Celebration in conjunction with this Convention. This will be on Saturday afternoon and buses will be made available for transportation to this. It will be held at The Air and Space Museum.

There will also be small buses available for trips to the mall on Sat. for the Golf Tournament at Cypress lakes on Friday.

Each member of the committee was asked to reaffirm their commitment to the job they were given and all agreed.

The Hospitality room will be open on Friday from 1-5PM and on Saturday from 11AM to 5 PM under the care of the Massey Hill Lions Club.

The 82nd Airborne will be involved in some capacity and the Vision Van will be on the premises both Friday and Saturday. World War II posters will be included in the programs. And the gift baskets will be in the rooms. Need fillers for about 50 baskets.

Our only job for the Service of Remembrance will be to print the programs.

Outside exhibitors will be charged a fee of \$100 with no fee for Lions related exhibits.

The question of where the auction monies will go was raised and will be discussed at a later date.

Expecting about 1000 people hopefully and room rates are set at \$85.

The next meeting of this committee will be at the District Convention November 6th.

Respectively Submitted,  
Diane Westerbeeck  
Acting Secretary

**NC LIONS 2011 STATE CONVENTION BUDGET VS ACTUAL**

						8/21/2010
	INCOME			2011		2011
		GOAL		BUDGET		ACTUAL
STATE COUNCIL (ADVANCE)					0.00	
PROGRAM ADS:						
FRONT COVER		1	1,500.00		1,500.00	1 4,000.00
INSIDE FRONT COVER		1	1,000.00	1	1,000.00	1 1,500.00
BACK COVER		1	1,000.00	1	1,000.00	1 2,200.00
INSIDE BACK COVER		1	1,000.00	1	1,000.00	
FULL PAGE		50	300.00	50	15,000.00	
HALF PAGE		15	200.00	30	6,000.00	
QUARTER PAGE		8	125.00	32	4,000.00	
EIGHTH PAGE		4	75.00	32	2,400.00	
PATRON		1	25.00	25	625.00	
CORPORATE SPONSOR		2	2,000.00	2	4,000.00	
PROGRAM BOOK		83			39,125.00	7,700.00
MEALS:						
FRIDAY NIGHT FUN NIGHT			23.00	400	9,200.00	
SATURDAY TAIL TWISTER BREAKFAST			15.00	400	6,000.00	
SATURDAY PDG LUNCHEON			15.00	100	1,500.00	
SATURDAY DG BANQUET			27.00	400	10,800.00	
TOTAL MEALS					27,500.00	0.00
TOURS						
CONVENTION PINS			5.00	500	2,500.00	
CONVENTION PRESS ROOM						
HOSPITALITY ROOM			200.00	8	1600.00	
GOLF TOURNAMENT						
MISCELLANEOUS					1,200.00	
STATE COUNCIL ROOM ADVANCE						
TOTAL INCOME					5,300.00	71,925.00
EXPENSES:						
MEALS:						
THURSDAY NIGHT			20.00	55	1,100.00	
FRIDAY NIGHT FUN NIGHT			23.00	400	9,200.00	
SATURDAY TAIL TWISTER BREAKFAST			15.00	400	6,000.00	
SATURDAY PDG LUNCHEON			15.00	100	1,500.00	
SATURDAY DG BANQUET			27.00	400	10,800.00	
SUNDAY RECEPTION				0	0.00	
HOSPITALITY ROOM			200.00	8	1,600.00	
TOTAL MEALS					30,200.00	
TOURS						
ENTERTAINMENT						
FRIDAY NIGHT					2,000.00	
SATURDAY NIGHT					1000.00	
VIP ROOMS					2,500.00	
DISTRICT CONVENTION ADVERTISING					2100.00	
HOSPITALITY( GIFTS,BASKETS,FLOWERS, ETC)					2000.00	
DECORATIONS					500.00	
BANQUET SUPPLIES(FLAGS, ETC					400.00	
AUDIO/VISUAL EQUIPMENT					2000.00	
PROGRAM BOOK (PRINTING, REFUNDA)		6.00		750	4,500.00	
PRINTING (EVENT PROGRAMS, ETC)					450.00	
COMMITTEE EXPENSES (TRAVELS,MEALS)					2500.00	450.99
CONVENTION SHIRTS		20.00		40	800.00	
CONVENTION COMMERATIVE PINS		2.00		500	1,000.00	
CONVENTION TRADING PINS				800		
CONVENTION PRESS ROOM					2000.00	
REGISTRATION MATERIALS(NAME TAGS,BADGE HOLDERS		5.00		600	3,000.00	150.00
REGISTRATION EXPENSES(BAD CHECKS, REFUNDS, ETC)					900.00	
BANK FEES					115.00	
POSTAGE					175.00	
OFFICE SUPPLIES(COPIES)					300.00	
GOLF TOURNAMENT						
MISCELLANEOUS-NCLF MEAL					500.00	
TOTAL EXPENSES					28,740.00	600.99







# NORTH CAROLINA LIONS 2011 STATE CONVENTION

June 16 – 19, 2011  
Holiday Inn Bordeaux  
Fayetteville, North Carolina  
PROGRAM BOOK AD FORM

## ADVERTISEMENT SELECTION

<u>ITEM</u>	<u>SIZE</u>	<u>COST</u>
(A) Inside Cover (4 color)	7.5X10	\$1,000.00
(B) Center Event Page (2 available) (4 color)	7.5X10	\$1,000.00
(C) Full Page	7.5X10	\$300.00
(D) Half Page	7.5X4.75	\$200.00
(E) Quarter Page	3.5X4.75	\$125.00
(F) Eighth Page	3.5X2.5	\$ 75.00

## FINAL DEADLINE FOR ADS – MARCH 1, 2011

### Advertisement Instructions

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- Please use our ad from last year with changes as shown (include mark-up)
- Payment included with camera ready ad or E-mail to [liongary31f@yahoo.com](mailto:liongary31f@yahoo.com)

As size selected (A thru F above) \_\_\_\_\_ Date \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Bus/Club \_\_\_\_\_ Contact Person \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ E-Mail \_\_\_\_\_

### AMOUNT INCLUDED

Make Check Payable: NC Lions 2011 State Convention

Mail Check and Form To: Lion Gary Greene  
333 Myrtle Avenue  
Hamlet, NC 28345

Contact Information: Lion W. Brad Logsdon, Chair  
P.O. Box 5331  
Pinehurst, NC 28374-5331  
[lion31f@nc.rr.com](mailto:lion31f@nc.rr.com)  
910-692-7966

August 7, 2010

**NCLF President's Report to Council of Governors**

The camping season at Camp Dogwood is nearing an end. We will have had a successful camp, but not as successful as it could have been. The sessions have ranged in size from 37 to 79. This gives us 67% utilization. Youth week was very disappointing with only 27 in attendance. We must find a way to entice our visually impaired to attend camp and take advantage of why the camp was built. We will be working on finding some solutions to this during the coming year as one of my goals is to have every session filled.

We have completed five of the eight White Cane/Camp Dogwood Workshops. Attendance has been average but good. A lot of Presidents and Secretaries that need to hear our program have failed to show up. Maybe it is because they think that this year they will hear the same old program of years past. That however is not the case. We have what we think is an interesting program that surpasses what we have done in the past. We commend District J for their attendance and for contributing over \$17,000 at the end of the workshop. Will any other District top this? I

I have appointed a committee to review the criteria for winning the John L. Stickley Award . They have been asked to come up with criteria to make this award more meaningful and equitable. We plan on presenting these revisions to the Board in November for approval with a recommendation that it be made retroactive to July 1, 2010. The first three criteria will not be changed. They will also be looking at changing the name of the Award since too many people, including Lions, cannot differentiate between the JOHN L. STICKLEY AWARD and THE JACK STICKLEY FELLOWSHIP.

We have scheduled a Volunteer Work Day for Saturday, September 18. The main purpose of this workday is to prepare the camp for the Off Season. There will only be about 20 rooms available for those needing to stay overnight, therefore, we are encouraging the Lions in the vicinity of Camp Dogwood to help on this day. The projects will be small and only those that are necessary will be worked on.

I look forward to working with the Council during this coming year and having a close relationship. Working together, we can provide "SERVICE FROM THE HEART".

## **GMT/MERL Team Report**

By: Martha Butler, PCC  
Multiple District Chairperson  
May 28, 2010

Attachment I

Thank you, Council Chairperson Ron and Council of Governors, for allowing me to serve as GMT/ MERL Team Chairperson for the 2010-2011 Lions Year. I am excited about serving with PCC Gary Green, PCC Harvey Whitley, and PDG Larry Gasperson for our third year on the MD 31 MERL Team. I am also excited to once again serve with my friend, PCC Bob Shook, who served as Leadership Development Chairperson in 2006-2007, when I served as Council Chairperson. I consider it an honor to serve this council and to work with these knowledgeable and dedicated lions.

The MD-31 MERL team held our second annual MERL Team Training Workshop at Camp Dogwood on May 15th and 16th, 2010 with each of the 2009-2010 MD MERL Team Chairpersons in attendance. We were privileged to have PCC Carl Harrell, who served as Area GMT Chairperson for the southeastern states as our guest. While at Camp Dogwood, GMT Chairperson Carl held a special meeting with our DGE's. PDG Dave Martin, who serves as one of LCI's Extension Representatives was also in attendance. Lion Dave also serves in District 31-F as GMT and Leadership Chairperson. PCC Bob Shook who is now serving as Leadership Development Chairperson was also in attendance. MD-31 Campus and Leo Club Chairperson's Penny Rummel and Ken Butcher attended and presented a very good Power Point presentation of the Alpha and Omega Leo Clubs. They stressed how the Alpha and Omega Leo clubs can help to improve not only our membership, but also the retention of our members. They are available to make this presentation in all districts if asked.

Five of our eight (8) DGE's were in attendance at the workshop. Two were unable to attend due to previously scheduled district lion functions, and one was participating in his daughter's wedding. Six of our eight (8) 1<sup>st</sup> VDGE's were in attendance, two (2) were unable to attend for personal reasons. District MERL Team Chairpersons attending were; 6 District GMT/MERL Team Chairpersons, 6 District Membership Chairpersons, 6 District Extension Chairpersons, 5 District Retention Chairpersons, and 5 District Leadership Development Chairpersons. We had a total of 46 Lions in attendance, for all or part of, the entire weekend.

The first and prime goal for our workshop was to assist the DGE's in sharing their goals for Membership, Extension, Retention and Leadership for the 2010-2011 Lions year with their District MERL Teams. Together they planned the course of actions that will help them reach their district goals this year. It was a very busy weekend, but a successful one. On Sunday morning, each District spokesperson presented their goals and plans of action for reaching those goals. The DGE's who could not attend had met previously with their MERL Teams and had established their goals. These goals were also shared with those in attendance.

As MERL Team Chairperson I have tentatively scheduled a GMT/MERL Training Workshop at Camp Dogwood beginning at 1:00 pm on Saturday May 14<sup>th</sup> and concluding at approximately 12:00 noon on Sunday May 15<sup>th</sup>, 2011. The 2010-2011 MERL Team is aware that LCI ~~will~~ has determined that this year is a year of transition for MERL Teams and that changes will be made concerning MERL beginning with the 2011-2012 Lions year. As your MERL Team Chairpersons we will make changes as you advise, and we will assist the 2011-2012 Chairpersons if asked.



**Ron Kelly**

---

**From:** Martha Butler [davmarbutler@citcom.net]  
**Sent:** Monday, August 16, 2010 9:44 AM  
**To:** CC Ron Staley; DG Bill Womack; DG Bob Sprinkle; DG Gary Steele; DG George Suggs; DG Gwen White; DGE Jerry Thomas; DG John Owens; DG Tony Camaloni; PDG Ron Kelly  
**Cc:** PCC Bob Shook; PCC Harvey & Diane Whitley; PCC Gary Greene; PDG Larry Gasperson; Martha Butler  
**Subject:** GMT/MERL Team Training Workshop

Dear Council of Governors,

Due to the changes for the GMT and MERL Team that LCI is implementing in 2011-2012, ( which Int'l President Sid outlined on Saturday, August 7, 2010), the 2010-2011 MERL team and I as GMT/MERL Team Coordinator, withdraw our request for funding of the 2011-2012 GMT/MERL Team Training Workshop. The workshop was previously scheduled for May 14-15, 2011. I have also cancelled the reservation we tentatively had scheduled at Camp Dogwood for this training session.

The members of the MERL Team and I appreciate the support and dedication you showed to us and the Lions of our great state when you approved this project. We do ask for your continued support during the remainder of this lions year, as we strive to assist you and our great lions in our effort to Serve those in need.

In Lionism and Friendship,  
Lion Martha Butler, PCC  
GMT/MERT Team Coordinator

**MD31 State Membership Report**  
**Gary Greene, PCC, State Membership Chair**  
**August 7, 2010**

**ACKNOWLEDGEMENTS**

First, I would like to thank the Council of Governors for giving me this opportunity to serve as your state membership chair. I hope to meet all your expectations this year. Additionally, this Council has appointed an outstanding group of Lions to be your district membership chairs. In preparation for this report, I have spoken with or communicated via email with each of your district chairs; they have a genuine excitement in anticipation of this year and will volunteer tirelessly for you. District chairs this year are:

District A – Will Hicks

District B – Rich Davis and David Bolick

District D – Fred Francis

District E – Wayne Kennerly

District F – Gary Greene

District G – Andy Lilliston

District H – Carlton Weeks

District J – Ralph Hester

**REVIEW**

Let's first review how we did last year from a membership perspective. The good news is that we recruited 985 new members last year. The bad news is that our overall membership dropped by 135 members – the equivalent of almost seven clubs. Kudos to PDG Marti Hill in District A which saw a net increase of 56 members; unfortunately, District A had one dropped club and 48 member drops in July, putting the district at 1,217 members today. Kudos to PDG Theresa Matthews and PDG Bob Walton who led Districts E and J to plus years.

**PHILOSOPHY**

Your membership team this year will be stressing a lot of R&R&R – recruiting, rebuilding, and recognizing. We need to continue to recruit new members to our clubs, rebuild some of our existing clubs, and then recognize and celebrate our successes. So often, we spend so much time talking about membership recruitment, we forget to recognize those who are successful at it.

**MEMBERSHIP COMMITTEE GOALS**

**2009-10 GOALS**

- Work closely with Retention and Extension to increase membership in each district.
  - All eight district membership chairs have reported they have been in contact with their Retention and Extension partners.
- Communicate District Governors' membership growth goals to clubs.
  - All eight district membership chairs report they have their governor's membership goals.
- As a committee, recruit 24 new Lions
  - Number of Lions recruited in 2010-11 = zero.
- Make 6 presentations at club/zone/district meetings. Messages include club membership diversity, inviting new members, and types of memberships.
  - Total number of presentations = 12 toward a group goal of 48.
- Identify one club in the district with 11-19 members and help the club reach 20 members by

June 30, 2011.

- All eight district membership chairs have reported they have identified these clubs in their districts.
- Identify one club in the district with 1-10 members and help the club reach 20 members by June 30, 2011.
  - All eight district membership chairs have reported they have identified these clubs in their districts. [NOTE: Club Rebuilding Awards are given to a key Lion that helps clubs with less than 15 members reach 20 members. The district governor makes the nomination: <http://www.lionsclubs.org/EN/common/pdfs/da972-2011.pdf>.]

Number of Clubs with less than 20 members:

District A – 28      District B – 19      District D – 14      District E – 34  
District F – 22      District G – 15      District H – 20      District J – 27

Rebuilding clubs is a long-term, sustainable goal for us year after year. Our goal is to bring 16 clubs statewide to the 20-member mark – almost 10% of clubs under 20 members.

District Newsletters: Place information in district newsletters, showing a calendar to to guide or focus invitation efforts. Give each month a different membership demographic, enabling clubs to concentrate on the wide range of potential members available. The following calendar is suggested by Lions International:

- July/August – Women
- September – Professional partners
- October – Traditional membership growth campaign
- November/December – Students
- January – Leos and former Lions
- February – Target demographic groups
- March – Spouses/family
- April – Worldwide Induction Day
- May/June – Retention focus

## RECOMMENDATION TO COUNCIL

- Place billboards statewide. This is a low cost, sustainable medium that reaches thousands of people every day. Billboards are an effective tool for raising awareness. For those who drive past these billboards day after day, awareness of Lions would raise substantially.

## MEASURES OF SUCCESS

- Founders Award. 1% membership gain in the MD. (State Chair)
  - Baseline: 8,501 members. Current: 8,468. Target: 8587
- Founders Award. 2% membership gain in the district. (District Membership Chair/DG)

District	Baselines	Current	Target
A	1249	1217	1274
B	804	811	821
D	1009	1008	1029
E	1349	1353	1376
F	1176	1178	1200
G	1163	1162	1187
H	867	960	987
J	787	779	803

- Women's Recruitment Pin. Net increase of 25 new female Lions in the district. (Women's Membership Chair/DG)

<u>District</u>	<u>Baseline</u>	<u>Target</u>
A	393	418
B	231	256
D	185	210
E	357	382
F	288	313
G	213	238
H	293	318
J	172	197

### **INDIVIDUAL AWARDS**

- Year-Round Growth Excellence Lapel Pin. Sponsor 3 new Lions.
  - Pete Locklear, Pembroke Lions Club. Sponsored 6 new Lions. (District F)

### **CLUB AWARDS: Year-Round Growth Membership Excellence Patch**

- Clubs with 21 members or less. Sponsored 3 new members.
  - Washington Evening Lions Club. Sponsored 3 new members. (District J)
- Clubs with 22-40 members. Sponsor 5 new members.
  - Pembroke Lions Club. Sponsored 7 new members. (District F)
- Clubs with 41 or more members. Sponsor 8 new members.
  - None



# Lions Clubs International

## Billboard Artwork

### New Lions Clubs International Billboard

A new billboard from Lions Clubs International is available. Contact billboard companies in your community to see if they have low non-profit rates, or if they will allow you to put the Lions messages free of charge on any billboards that are not rented.



Join the club.

www.lionsclubs.org

[Download design file \(136" x 62.5" at 600 dpi\)](#)

[Download PDF file \(136" x 62.5" at 600 dpi\)](#)

The billboard design features a photograph of three smiling people (two men and one woman) in the background. The text 'Join the club.' is prominently displayed in the center. Below the photo, there is a small Lions Clubs International logo and the website address 'www.lionsclubs.org'. At the bottom of the design, there are two blue links: 'Download design file (136" x 62.5" at 600 dpi)' and 'Download PDF file (136" x 62.5" at 600 dpi)'. The entire design is enclosed in a black rectangular border.

The billboard file has been supplied in .tif format. It meets specifications required by billboard vendors such as Clear Channel.

- The mechanical layout size is half scale.
- Resolution of photos is 300 dpi at 100 percent of mechanical layout size and print cmyk.
- When providing files to a billboard company, please supply a printout or pdf as well.

**Because the size of the billboard design is HUGE, please ask the local company that is going to produce the billboard to download the design for you.**

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MD 31- EXTENSION GOALS 2010-2011

My goal for MD 31 is for each District to charter at least two new clubs this Lions year, traditional, Branch, Alpha or Omega.

The goals for Extension throughout the Multiple are based on the results of the MERL workshop held at Camp Dogwood earlier this year.

District A- 2 new clubs for the year. An extension workshop is scheduled for August 25-27. Concentration will be in the Weaverville area. Another workshop will be scheduled early 2011. Concentration will be in the East Asheville area. Guiding Lion training will be provided in both workshops.

District Extension Chair will conduct seminar at the Fall Convention in November on "Recruiting for New and Existing Clubs".

District B-efforts will be made to charter a new club in the Hickory area also a new club in Allegany County and an Alpha club in Sparta. No extension workshop has been scheduled.

District D-

District E- utilizing past extension workshop efforts will be made to charter a new club in Union County. Possibly another workshop, none scheduled.

District F-

District G-

District H-efforts will be made to charter a new 2 clubs in the LaGrange/Mt Olive areas in Sept/Nov and a Branch Club in Goldsboro. No extension workshop has been scheduled

District J-efforts will be made to conduct two extension workshops-one in the Fall and another in the Spring. Concentration will be in the Princeville and Hatteras Island areas. No workshop has been scheduled. Efforts will be made to start an Alpha and a Omega Club.

Hopefully all districts will utilize the Extension Workshops and charter one or two clubs in each district.

MD31 Extension Chair

Larry Gasperson, PDG

**MD 31 Retention/Orientation Committee Report**  
**MD 31 Council of Governors**  
**Raleigh, NC**  
**August 7, 2010**

At our MERL workshop in May, 2010, our district chairs were encouraged to continue working in 2010-2011 towards the following goals established in 2009-2010:

1. Assist each club in their district in designating a Club Retention Chairperson.
2. Assist each club in setting a goal to reduce preventable drops.
3. Write at least a quarterly article for the DG newsletter.
4. Conduct at least 2 new member orientations.

For the 2009-2010 year, MD 31 dropped 1,208 members and installed 1,076 members, a negative 132 net for the year.

For July, 2010, MD 31 has dropped 108 members and installed 72 new members for a negative 36 net to begin the year. Hopefully, as we work this year to continue to emphasize retention and orientation, this number will improve.

At our May, 2010, training session, I challenged the district committee chairpersons to adopt the theme "Train to Retain" for this year. A 5 module orientation program was presented to them to assist in their orientation sessions. It was suggested that the training modules be presented to the clubs as a program and not just for new members. All of us know that there are many long-time but untrained Lions in our clubs who need this information. Many of these untrained Lions are in key club leadership positions.

Finally, the Council has asked the Retention Committee to do the following:

1. Work closely with the Membership Committee and develop a plan to assist clubs that are having high membership loss.
2. Look at clubs with less than 15 members and determine if the clubs' membership level is a result of preventable loss.
3. Develop a plan to go into these clubs and focus on membership retention.

The Retention Committee will do its' best to honor your requests. **We will need your input as well as your Zone Chairs** as to the clubs you would like to examine and assist more closely.

PCC Harvey Whitley  
MD 31 Retention/Orientation chairperson

**Leadership Development Report**

**August 7, 2010**

The first training session for vice district governors was held on May 4 and 15 at Camp Dogwood. Six of the 8 vice district governors were in attendance.

A second training session for district governor elects will be held on the weekend of December 3-5, 2010. It is important that all governor elects attend and participate in these sessions. Please encourage your district vice governor to participate in this training as more and more responsibilities are being added to the district governor's duties.

This weekend we plan to meet with the multiple 31 MERL Team to discuss the LCI recommendation to phase out the MERL Team and replace with an MER Team and GLT Team. More information on this change will be forthcoming as plans are completed.

Leadership Development

Bob Shook, Chairman



Council of Governors Meeting  
August 7, 2010  
Raleigh

**Boys & Girls Homes Committee**

To the best of my knowledge this committee started in the 1960's as the Boys' Home Committee to address an commitment to the Boys Home at Lake Waccamaw, which is now Boys and Girls Homes of NC Inc.

Several years ago the committee was expanded as a general assignment for children's homes. This year's Council has charged this committee with doing an inventory of children's homes in each district and determining their source of income and needs. Also to determine what assistance Lions Clubs can provide them. The Council hopes this will assist in getting a better understanding of what Lions are doing in their communities to serve this population. I have notified my committee members of the desire for this information and have asked in the District Newsletter for Lions Clubs to let us know how they are supporting various children's homes.

My experience is that all homes for children are experiencing decrease in numbers at this time; family reunification is seen as a priority by DSS, even though there are studies that show structured homes are a benefit for many. The Lake Waccamaw facility is taking on Therapeutic Foster Care family training and support. A large portion of their residents at Lake Waccamaw have to have therapy and psychiatric consults. Another important note is that the vocational training is being reestablished at Lake Waccamaw.

Boys & Girls Homes of NC Inc. at Lake Waccamaw still consider the Lions District Chairs as a part of their team. We have scheduled a training at Lake Waccamaw for Saturday, August 21. After our session about that facility, we will address other issues. Lions Work Day at Lake Waccamaw is set for Saturday, March 5, 2011, from 9 am to Noon followed by lunch.

My goals for the committee are to comply with requests of the Council of Governors and to educate and encourage the Lions of North Carolina to be a Beacon of Hope to youth in need of a safe haven.



**We Serve**

**From the Desk of:**

**Lion Ken Bucher, MD 31 Alpha Leo Chair**

**Lion Penny Rummel MD 31 Omega/Campus Club Chair**

**“Sowing the Seeds of Service”**

In an effort to save time and since we both work on the same Program, we have combined our reports for your consideration. We were asked by Lions Clubs International, the Lion Magazine and NCLF President Herb Justice to cover LCI President Sid’s visit home, we most likely will not be able to attend our scheduled presentation of this report. No one has presented us with a schedule of events. We offer our apologies and ask that any questions that the District Governors might have to please let us know. Thus far, we have kept each of them informed in our efforts and work completed.

Report to the District Governors and NC Council:

To “Sow the Seeds of Service” for future Lions Campus Clubs and community Lions Clubs we must grow our own Members. The knowledge and investment we already have in the community by sponsoring the LEO Program and with LCI’s availability to track LEO’S through a MMR process, we can keep in contact with the Youth and place each of them in a Lions Club or start a Campus Club in a few years. There is little need for Orientation or training, the LEO’S will live the motto, We Serve as well... because Lions have nurtured them. Lions have worked side by side with LEO’S in Community Service Learning.

The new MD 31 statewide focus will be that of the Leo Club Program and our personal slogan to “Sow the Seeds of Service”. Current District Leo Chairs will take the lead on the Alpha Clubs, ages 12-18. The District Campus Club Chairs will have the focus on the Omega Leo Club Program, ages 18-30. Both Chairs will be trained, operate with each other. Both Chairs will develop an action plan that suits their respective Districts with input from their Governors. We will focus on private schools, Community Colleges as well as the traditional schools. We would also like for smaller Clubs to start LEO Clubs to aid them with manpower and greater Community Service Projects.

The Changes in the direction will be handled by the MD-31 Leo and Campus Club Chair for training and information. To further enhance and explain the Alpha Omega LEO Clubs and a

seminar presented by State LEO Chair and State Campus Club/Omega Chair were held at the GMT Meeting held on May 15<sup>th</sup> at Camp Dogwood with the Governors attending.

At the seminar we spoke about the relationship between the Lions and the Leos... and explained to the Governors the importance of encouraging a better partnership to help smaller Clubs as well as give the Youth their needed Community Service hours. Different Leo Clubs have vastly different ideas and in work they complete. We would think that any influx of willing people to Serve Others would add greater value to what we do in our Communities. To date it appears that the biggest challenge has been the Host Lions Clubs not supporting the starting of the Leo Program or its implementation within their community.

The Governors stated goals for the Alpha LEO and Omega LEO/Campus Club Chairs are...

- District LEO Chairs will take the lead on the Alpha Clubs, ages 12-18. The District Campus Club Chairs will focus on the Omega LEO Club Program, ages 18-30 rather than organizing campus clubs in four year colleges and universities Both Campus and LEO Chairs will be trained and operate with each other.
- The Governors District Goal will be to create two new LEO Clubs in their District. Either Community or traditional School based, using existing Lions Clubs for support.
- The Governors would promote both the focus and the implementation of the new direction for the Youth in our State.
- The Governors has placed emphasis on organizing Omega LEO clubs in Community Colleges, private schools and community organized Clubs.
- The Governors encourage a strong relationship between Lions Clubs and LEO Clubs.
- The Governors will support existing Campus Clubs. The Campus Clubs that exist may stay in operations as long as they are current with the dues, and meet the normal operations for that District and Governor. The St. Andrews Campus Club has folded, we have contacted Lion Pete Locklear who is the Guiding Lion for the UNC Pembroke Lion and are awaiting an update. The current District Governor will evaluate existing Campus clubs in their district and will decide if they will remain in service.
- We have asked for the following funding \$500 for Campus Clubs (Omega) and for \$750 for the LEO Committee (Alpha) The request has been sent to the Treasurer Ron Kelly.

To: Council Chair  
From: Marlene Wooten, Historian Chair  
Re: Historian Committee Year – end Report

Thank you for the opportunity to serve this year as chairperson of the History Committee. Progress this year has been slow. Past Chair of this committee , Lion Diane Whitley, continues to work on the publication of the History of North Carolina Lions Clubs along with Lion Gwen White.

The History Committee met at Camp Dogwood in February. We toured the Stickle Building and reviewed the areas containing historical items. The most pressing needs were identified as follows:

Dusting and cleaning the display cases  
This was completed during Spring Volunteer Week

Completion of the display of the Sitting Governors and Vice District Governors Photographs. Lion Diane Whitley was to complete this as pictures were received

Again, I thank you for the opportunity to serve and I enjoyed working with the History Committee .

LEO Alpha - Lion Ken Bucher

And

LEO Omega/Campus Clubs – Lion Penny Rummel

Stated Goals:

- We, in addition to the Governors' goals, would ask that each Club that sponsors a LEO Club or a nearby Club in the District use the LEO'S for a Fundraising or Service Project in their Community. The knowledge that the Lions have and the enthusiasm of the youth will let each Club reach another demographic to recruit from. In that way Lions Clubs will have the availability to reach more people in need and the LEO'S will get Service Learning. Each will benefit and our Membership Seeds will begin to grow.
- We are changing over the bank account for the State LEO Clubs; in the past the State Chairman opened a personal bank account and run the funds through it. We are following the Lions Clubs International and LEO policy by opening a new account for these funds as well as the audit procedures. The Governors and Council Chairman are aware of these changes. We will have this authorized and resolved at the second Council meeting.
- The last weekend in February 2011. That date is set, reserved with the Council Chair's input and the place is Camp Dogwood. The budget for the LEO Convention in the past has been \$500.00. We would like to have availability to bring in a keynote speaker just like we do at the Lions Conventions. We will need a recommendation from the Council for the LEO Convention to be a Leadership Seminar; the advantage is that there are mostly young women that are LEO'S in our State. We have many Great women in our State that are Lions and we both believe they would relate to the LEO'S that attend and make the event memorable. In Accordance with LCI, we promise to also teach Leadership Skills to our LEO'S. If we hold a Leadership Seminar, LCI will pay expenses of the speakers for two years. This too will be brought up as a recommendation from the Committees at the next Council meeting.
- We have a request from one of the Governors to have the LEO's do a Feed the Hungry Project with the funding from the Lions of the State and an LCIF Grant. The Youth that attended the Convention last year requested some type of Service Project. The Lions of Lake Gaston will aid the LEOS in the Project. The Lions of the State will aid in the fundraising for this Project. We have spoken to the Council and all seemed to agree that it's a good project, but we held no formal meeting about it, nor has the Committee have a recommendation at this time. If approved by the District Chairs, LEO and Campus Club, We will take care of the details at our first meeting, tentative to be held in Raleigh. One idea that came up was to have the Leos themselves to help raise the money, as well as to apply for a LCI grant to help fund the \$2500.00 minimum. At least one governor thought that in his district the mid-winter convention would be the best time to raise the money

there. Gwen White has already spoken with IPDG Don Henry about coordinating for the Governors part of the Project. John Owens has spoken to him as well.

- Some time in August, and after the District A Chairs have been appointed, we will ask The Council and District Chairs to participate in a joint meeting in Raleigh and or a Conference Call, which ever is easiest for the majority.
- We must give reports to the Governors and advise them on the progress State-wide. We will explain this to the State Chairs and request a report in writing on stated goals, and will ask for their help and information every Quarter in this effort.
- Upon approval, we will ask the LEO's if they would like the Leo Pin and request they suggest a design for this upcoming year.
- Continue to work with District Governors and District Chairs to complete International Annual Reports for Leo districts and multiple districts (Leo-91) that was due in July.
- Work with District Governors, District Chairs, Sponsoring Clubs, and LEO clubs on the importance of filing the Membership Reports monthly with International.

Work Completed thus far in anticipation of the Campus Club and Leo appointments as District Chairpersons:

District Chairs LEO Alpha - Lion Ken Bucher

LEO Omega/Campus Clubs – Lion Penny Rummel

Achievements toward stated goals to date:

- A Facebook has a page designed and up to date already with the Photos of the last Leo Convention. A private section is available to download the copyrighted photos.
- A new Yahoo e mail address has been already created for the state Leos and delivery of information to the Leo-Campus Club Chairs around the State. Lion Penny has created and maintains the Facebook site as well...
- To further enhance and explain the Alpha Omega LEO clubs and a seminar presented by State LEO Chair and State Campus Club/Omega Chair was held at the GMT Meeting held on May 15<sup>th</sup> at Camp Dogwood with the Governors attending
- A training manual has been sent to each District LEO / Campus Club Chair, giving the Chairs needed guidance to fulfill their respective office. We spoke with Gwen White, John Owens and Ron Staley about the Camp Dogwood form to reserve the space for the next Leo Leadership forum (Convention). That has been completed.

- We will be available to present to any club a PowerPoint presentation to further explain and provide information on forming Alpha / Omega LEO Clubs.
- We have requested to each District Governor to allow us to present a PowerPoint Presentation to further explain and provide information on forming Alpha / Omega LEO Clubs at their mid winter conventions. To date we are scheduled to present at District B's Convention on October 29-30 and District A's Convention on November 19-20. District G,H, and J has contacted us and is working on their scheduling.
- We have made District Chairs aware of the following important International Dates.  
Aug 15 – Forms due for LEO Club Excellence Awards  
Nov 30 – LEO membership growth nominations form due  
Dec 5 – International LEO Day  
April - International LEO Club Awareness Month

The latest news comes from District B with four LEO Club possibilities; we have two in District G thus far.

Respectfully Submitted for your approval,

Ken Bucher, LEO

Penny Rummel CC Omega



To: Lion Ron Staley  
State Council Chairperson

The Council of Governors

Lion Ron Kelly  
State Council Secretary/Treasurer

From: Lion Charles Holleman  
Chairperson  
Constitution & By-Laws Committee

The Constitution & By-Laws Committee members have been asked to start reviewing the documents under the committees responsibility for any obvious mistakes or omissions. The committee will also be waiting to proceed with any directions the Council of Governors may ask them to pursue.

As Chairperson, I will be following Lions International to see if any changes are made to Lions International documents that could effect the Multi-Districts Documents.



## Diabetes Awareness

Governors, Lions and guests

Diabetes is now classified as a global pandemic with 250 million people affected with diabetes worldwide, with a projection of 380 million in 15 years. We, in NC, have 643,000 diagnosed cases of diabetes, 232,000 undiagnosed cases and 376,000 adults with pre-diabetes. Altogether this is estimated at 1.25 million North Carolinians with some form of hyperglycemia.

We, as a committee will strive to meet your established goals.

The goals are:

1. Encourage clubs to have walks (such as Strides) and screenings.
2. Coordinate screenings with Vision Van.

The new policy adopted by International recommends that the Lions partner with healthcare professions.

3. Have booths at District and State Conventions.

If the Governors and the District Chairperson plan to do this I will be willing to assist you if so requested.

4. Plan/encourage clubs to have Diabetes Awareness Day activities.

We can team with health fairs or health education activities.

We all must work hard if we are to slow the progression of diabetes which

leads to eye diseases, circulation problems, nerve deterioration, other serious health problems and even death, costing 5.3 billion dollars in 2006. ( This number includes both medical cost and loss of productivity)

**William Barnwell**

**Diabetes Awareness Chairperson**

**Valerie Carpenter  
2010-2011 Chairperson  
State History Committee**

**8/7/10**

**A conference call was held with all District chairs and several Governors on June 6th. An overview of the project was given by DG Gwen White (Editor) and goals and expectations were discussed. The overall goal of this committee is to write, publish and sell the next History book by the State Convention 2011.**

**I gave a tentative agenda for the year, with several key dates to keep this project on track. All chairs have confirmed their contact information and have received minutes and updates by email.**

**I have picked up History materials from Diane Whitley and others and have assembled packets of club histories to give to each District chair. They are to confirm with the clubs that what has been turned in is the official submission for the history book or provide a copy and let the club update and return the history to us by the designated date. We will be confirming photos for the history as well and gathering photos of PDGs and past NCLF presidents. The pre-sell fliers will be distributed as soon as they are available from the printer.**

**An in-person meeting is scheduled for Saturday, August 7<sup>th</sup> at 2:30pm for all chairs to get their packets and discuss the overall project. We will be having conference calls frequently and each Governor (and Council Chair Ron) is receiving copies of all correspondence to keep abreast of this important project.**

**I have asked each Governor to mention this undertaking in their club programs and have placed articles in their district newsletters for the local Lions. This project is gathering steam and we need to help our District chairs all we can.**



PDG 31-D Paul Bledsoe,  
NC Lions Council of Governors 10-11  
Public Information/Tech Chair  
(336-998-3619)  
(bledsoe3@earthlink.net)

Attachment S

## 8/6/10 North Carolina Lions Council of Governors 1st Report

- 1) Contact was made to all PI and Tech Chairs throughout the district. I informed them to make sure that they are keeping their websites updated. After reviewing all web sites, most were up-to-date and some are quite impressive.
- 2) I plan to do a new PPT for use this year. It will cover all the things we do statewide, plus, the addition a new updated video. So, please send your thoughts and photos for an upgrade of what we currently have on hand. We should keep things looking very current.
- 3) I recommend an instant news email for information concerning projects and plans by this council of governors. We can immediately get out news quickly from this meeting. We would feature highlights that then can be email from the governors to their clubs.
- 4) This instant mail would also be a great way to announce district happenings of a news nature, not just internal awards etc... Real life stories with projects and services.
- 5) Please inform me of more things you would like to see from public information within our state. Your ideas are important. All you have to do is email bledsoe3@earthlink.net.
- 6) Statewide Media Campaign???
  - A) Copy of last year's final report.
  - B) Research of a presentation I made with regional client.
  - C) Additional contacts I have made with Eastern NC TV media that will match placement with our marketing program.

WCTI TV12; WFXI- Fox; WYDO, New Bern

WITN NBC; Washington, New Bern, Greenville, Jacksonville

Sky 4 TV- Hampton Roads

WECT- Wilmington (will entertain but needs more information)

(Please inform me if I have missed a TV station)  
(Discussion)

Respectfully submitted,  
PDG Paul Bledsoe, 2010-2011 Council of Governors PI/Tech Chair



Bledsoe Advertising/Productions  
127 North Forke Drive  
Advance, NC 27006-8602

Tel: 336-998-3619  
Fax: 336-998-3412  
bledsoe3@earthlink.net

## It Makes Good Sense... Why Drive? Reaching the Masses for PART's Growth

### Where Are the Eyes and Ears Today?

Today Americans are wrapped up in a visual world- computer screen, television, cell phone, ipod/ipad, viewing rich web on the net, web streaming movies, sports and shows, You Tube... You name it and it's the eyes that have it.

Visual marketing is the forefront of today's lifestyle of all Americans, the haves and the have nots. A recent report by the Pew Research Center included a quote from a student who wrote, *"This technology craze has become so deeply ingrained in each of us we know no other way of living our lives, but to rely on our cell phones, laptops, televisions, and iPods to keep us occupied and connected with the world around us."*

The biggest growth in online viewing and online purchasing this year has been the 55+ group with of course, the younger adults and adults with children using the electronic visual world as an everyday way of life for their family.

The changes in marketing strategy has been revolutionary in just the past couple of years.

In a report from STRATA in a quarterly report of surveying advertising firms found new trends in overall advertising placement nationally...

Clients are most focused on:

Spot TV	42%
Internet/Digital	24%
Spot Radio	16%
Print	9%
Out of Home	4%
Spot Cable	3%
Network Cable	2%

The survey taps into the perception that digital has its limitation in reach and effectiveness and must still be used with traditional media.

From a common sense approach to marketing, one has to direct a consumer or make them aware of their presence on the internet and digital components.



# NC Lions Council of Governors

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## Instant News Update

Today's Date

**Celebrate Liberty Committee Report  
MD 31 Council of Governors  
August 7, 2010**

The Celebrate Liberty Committee has established four (4) goals for Lions year 2010-2011

- **Conduct a statewide Celebrate Liberty Essay Contest** in a format similar to the Peace Poster Contest. Contests would begin at the club level whose winner would go to the district level for the district convention; the district winner would go on for competition at the state level for the state convention. The state winner would present their essay at a program in conjunction with the state convention.
- **Hold a statewide Celebrate Liberty program at the Fayetteville state convention.** The District F Celebrate Liberty Chairperson will take the lead on this program with support from the other District Celebrate Liberty Chairpersons.
- **Encourage clubs to hold Celebrate Liberty programs at local elementary schools in March.** Several program ideas have been provided to the District Celebrate Liberty Chairpersons for assisting the clubs in their district.
- **Request the By-Laws Committee to make name changes in the by-laws.** This request has been made of the By-Laws Committee at this meeting of the Council of Governors.

Budget requests have been made of the Council of Governors to support achieving these goals.

A new commemorative pin series has been designed to begin this year and will be requested for approval at this meeting. (Design attached to this report). The cost of the pins will be \$1.62 each for orders over 750 pins or \$1.65 each for orders over 500 pins. Pin requirements have been requested of the District Celebrate Committee Chairpersons.

Thomas Jefferson made two statements that are particularly germane today concerning liberty: “The natural progress of things is for liberty to yield and government to gain control” and “ The people are the only sure reliance for the preservation of our liberty”, which is the subject of our essay contest this year.

Respectfully submitted:

Michael Covell, PDG

**Ron Kelly**

---

**From:** Mike Covell [mjcovell@bellsouth.net]  
**Sent:** Tuesday, August 03, 2010 5:38 PM  
**To:** Gary Steele; John Owens; Tony Camaioni; GEORGE SUGGS; White Gwen; Bill Womack; Bob Sprinkle; Jerry Thomas  
**Cc:** Ron Staley; Kelly Ron; Vera Melissa; Troublefield Sarah and Braxton; Grooms Terrie; Marion Adams; Walter Schmitt; Otha Piper; Alan Brown  
**Subject:** Celebrate Liberty Proposals  
**Attachments:** 31 LIBERTY 2011 PIN.jpg

Dear DGs,

On Friday in the discussion session I will be making a budget request (unless my request has already been presented) and present a proposal for the Celebrate Liberty pin for our year. I have attached a drawing of our proposal. At that meeting I would like a quantity of pins that your district can use. I will place the order and your Council Treasurer will invoice you for the number of pins you requested. I can send the pins to you or your Celebrate Liberty Chairperson. I will also answer any questions you may have regarding the NC Lions Celebrate Liberty Essay Contest. I trust that you have selected a patriotic go getter for your Celebrate Liberty Chairperson this year. It can be a demanding, but rewarding position.

Yours in Lionism,

Mike Covell, PDG





PMS WHITE C



PMS 444 C

North Carolina Lions Alert

Aug. 7, 2010

This year has been a quiet one by disaster emergency standards but one in which we have continued to get the word out about Lions Alert.

We continue to work on getting the word out with programs at clubs and District Conventions.

We have had a couple of well attended programs in District A and D that has sparked more interest. A rep from the NC Department of Emergency Management attended and was part of the program in District A and was scheduled to be part of the program in District D but due to illness wasn't able to attend.

We were invited by the NC Emergency Management to attend a meeting in which a

new program to help people was presented.

This program is design to cover a large area of opportunities to help people affected by all sort of emergencies large and small. We are investigating how we as Lions could do this.

We see it being used at anytime by a small number of Lions and used during times between major emergencies to keep Lions interested as well as helping people in smaller type emergencies.

Again we are exploring other ideas and open to suggestions that we can incorporate into the Lion's Alert Program.

**MD 31 LCIF Coordinator Report  
MD 31 State Council of Governors  
Raleigh, NC  
August 7, 2010**

I attended the LCIF MD and District Coordinator update seminar in Sydney, Australia. During the seminar, the LCIF year 2009-2010 was reviewed and priorities were outlined for 2010-2011.

During the 2009-2010 review, we learned:

1. Overall support of the Foundation is US\$164,727 higher than the same period the previous year.
2. Over US\$5 million dollars has gone to Haiti disaster relief.

We also learned that LCIF has established a number of new corporate and foundation partners, to include:

1. Bausch and Lomb—US\$350,000 for one year to fund a program to prevent childhood blindness.
2. Bank of America---US\$10,000 for Lions Quest in Chicago
3. William J. Clinton Foundation

**Each district is asked to set a LCIF monetary goal by December 31, 2010.** LCIF has published goal setting material in the form of a Goal Setting Guide. This material is meant to be an exercise, not an absolute formula. The idea is for each club to set a goal for LCIF giving that fits the club. The district will then in turn set its' goal with the aid of each clubs' feedback.

Some districts are already including LCIF as part of their district goals for each club. The bottom line is for the districts and clubs to promote LCIF and encourage Melvin Jones Fellowships as we can continue to do the good work of humanitarianism worldwide.

Here in North Carolina, we continue to reap the benefits of our LCIF giving in the form of LCIF Grants for disaster relief, Camp Dogwood new buildings, Clinical Eye Research, and numerous other projects. Our return on investment over the last 20 years has been about 2 for 1. In other words, we have contributed about 1 million dollars and received back benefits of over 2 million dollars. LCIF is worthy of our continued support.

PCC Harvey Whitley  
MD 31 LCIF Coordinator 2009-2012

To: 2010-2011 Council of Governors

From: John T. Miller, III, Chairman

8/5/2010

Re: Initial Report of the Research and Long Range Planning Committee

The Research and Long Range Planning Committee met by conference call on Monday July 26<sup>th</sup> at 7:00 P.M. The following Lions and District Chairs were in attendance:

John Miller, Fred Huscher (Dist A), Bob Shook (Dist B), Ralph Holmes (Dist D), George Olm (Dist E), Charles Smith (Dist F), Gene English (Dist G), Carlton Metts (Dist H), and Alex Thannikkary (Dist J). Also in attendance were NCLF President Herb Justice and Executive Director Steve Walker.

Chairman Miller informed the committee of the issues it was charged to address this year:

- A.) 2010-2011 Council of Governors- Develop plan for integrating LCI President Sid Scruggs' memorabilia with PIP Sticklely and Woolard.
- B.) 2009-2010 NCLF Board of Directors – Develop educational program to inform Lions of North Carolina of the Ad Hoc Committee recommendation to change the name of the N.C. Lions Foundation in order to obtain Foundation and Corporation Funding.
- C.) 2009-2010 NCLF Board of Directors – Develop a plan to Fund and Build a multi purpose/multi use Recreational and Conference Center

Each committee chair provided input and the following conclusions were approved.

- A.) The committee agreed that it would meet at Camp Dogwood in the fall prior to the next Council meeting to physically inspect the property and potential location for memorabilia. It was agreed that the final report would be forwarded to the appropriate committees (i.e. Properties, Camp Dogwood, Budget and Finance, etc.) for their consideration.
- B.) The committee agreed that the State Chairman would produce an informational article for the next issue of the Advocate outlining the findings of the Ad Hoc Committee and their recommendations. The committee further recommended that all information developed by the committee be provided to the District Chairs for inclusion in District Newsletters. It was also recommended that a letter go out to all Lions in the state informing them of the potential name change and inviting suggestions as to a new name. Also to encourage a letters to the editor campaign in the Advocate.
- C.) The committee determined that extensive research will be necessary in order to develop a Building Plan. This research will need to address issues of placement, parking, water, sewer, infrastructure, regulatory codes, and future needs, just to mention a few.

The committee agreed the agenda was ambitious and therefore may not be completed this year.

Respectfully Submitted,

John T. Miller, III State Chairman