



OFFICIAL CONVENTION PROCEEDINGS

**MULTIPLE DISTRICT 11
LIONS OF MICHIGAN**

**Auburn Hills, Michigan
Marriott Centerpoint Hotel
May 20-21, 2011**

**Published by
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**LIONS OF MICHIGAN MULTIPLE DISTRICT 11
91st ANNUAL CONVENTION
Marriott Centerpoint, Auburn Hills, Michigan
May 20-21, 2011**

REGISTRATION TOTALS

Lions	259
Lioness	2
Guests/Spouses	35
Total	296

Representing 114 Lions Clubs and 1 Lioness Club



**FRIDAY DINNER & ENTERTAINMENT
May 20, 2011 – 6:00 p.m.
Governor Don Brown, 11 B2, Presiding**

The event on Friday night featured a carnival/circus theme. It was attended by 196 Lions and guests. Entertainment was provided by the Dueling Pianos.



**AWARDS BREAKFAST
May 21, 2011 – 8:30 a.m.
Governor Bill Stenback, 11 E2, Presiding**

The breakfast was attended by 214 people. Club presidents, first-time convention attendees, Key Members and Melvin Jones Fellows were recognized.

Award Presentations

Council Chair Frank Cunningham presented "First Light" Awards from International President Sid Scruggs to Governor Linda Tate (11 A1), Governor Jim Bone (11 A2) and Governor Doc McCray (11 D1). The award recognized districts that had a membership gain during the first quarter of the fiscal year.

On behalf of the *Lion Pride* Magazine, Editor Michelle Fields and Publication Advisory Committee Chair Jack Becher presented certificates of appreciation to all District Editors. The winner of the Outstanding District Editor Award was Jim Leach, District 11 A2.

Brian Shepard presented the Harold Pendergast Award, recognizing outstanding service and dedication to Welcome Homes. This year's recipient was Joyce Kraatz from the Macomb Twp. Lioness Club. She is the first Lioness to be recognized with this award.

2012 Convention Site

Tim Nelson from the Grand Rapids Convention and Visitors Bureau invited Lions to attend the 2012 MD 11 Convention at the Crowne Plaza Hotel. He emphasized the many attractions available in Grand Rapids and noted the city's new promotional theme, "Cool City – Hot Art; Cool City – Hot Eats."

LMF Raffle Drawing

A drawing was held to select winners of the Lions of Michigan Foundation's annual Sight and Hearing Sweepstakes.



BUSINESS SESSION May 21, 2011 – 11:00 a.m. Governor Jim Bone, 11 A2, Presiding

Call to Order – Governor Jim Bone called the meeting to order and introduced the parliamentarian, Bill Hansen, and the timekeeper, Jim Pettinato.

Adoption of the Rules

MOTION – made and seconded, to adopt the proposed Rules as printed in the convention program. Motion carried.

Preliminary Credentials Report – Lion Doug Thorpe

A review of registrations and credentials as of 11:00 a.m. found 237 Lions, 2 Lionesses, and 35 spouses/guests present, representing 111 Lions Clubs and one Lioness Club. One hundred seventy-three delegates were certified at that time. It was reported that a quorum was present, as required by the Rules of the Convention.

Introductions – DG Bone recognized the Sergeants-at-Arms, and introduced the Governors in charge of credentials and elections, Jerry Howard, Bill Stenback and Linda Tate.

MD 11 Project Reports -

Bear Lake Camp Report – Dennis Tomkins

In addition to the annual Lions' Visually Impaired Camp, the facilities at Bear Lake are utilized by groups that deal with hearing impairment, autism, juvenile diabetes and grief. These include Project Compassion, Braille Beats, and Camp Chris. Bear Lake Camp also accommodates groups that use the facilities beyond the usual summer season.

The generator campaign has raised \$34,000 to date. Two generators have been installed. Volunteer labor saved \$10,000. Additional funds are still needed for one more generator. District 11 C2 has been particularly supportive of this fundraising campaign--\$15,000 of the \$34,000 raised came from that district.

Leader Dog Report – Eric Berger

Last year, Leader Dog for the Blind served 207 people in dog guide classes, accelerated training and GPS training. Thirty were from Michigan. Five received home deliveries of

dogs. Nine came for white cane training. There are currently 177 people in Michigan with Leader Dogs.

Contributions are appreciated and needed during these difficult economic times. Donations are down about 20% to date.

Leader Dog has introduced a new GPS device called the Kaptan Plus. It is 75% smaller than previous units and the cost is substantially less—about \$300. The goal is to get these devices into the hands of every Leader Dog client who needs one.

Michigan Eye Bank Report – Brad Tennant

The Eye Bank is celebrating its 40th anniversary as a state project of the Lions of Michigan.

The foremost mission of the Michigan Eye Bank is recovery, evaluation and distribution of eye tissue for transplantation, research and training. In 2010 MEB provided 1,105 corneas for transplants.

Another component of the MEB mission is funding of research grants in support of improved diagnosis, treatment and prevention of eye and vision disorders. This year, research grants totaling \$112,000 were provided.

The Michigan Eye Bank also provides public and professional education to increase awareness of the need for tissue donation. Since 2009, over 7,000 names have been added to the Michigan Donor Registry. During Buddy Day on April 12th, 2,549 people signed up.

Lions' contributions to the MEB operating budget totaled \$124,303 last year. Lions Leadership Weekend will be held in Midland, Michigan on August 20.

Welcome Homes Report – Brian Shepard

Welcome Homes is now offering services outside West Michigan. They are active in Clio, Jackson, Allegan, Manistee and Grand Rapids.

Welcome Homes is able to provide Continuing Education Units to nurses and health care professionals. They have partnered with Mary Free Bed in Grand Rapids, and are in the process of being approved as a Medicare agency.

Welcome Homes has set a goal of \$85,000 in donations from Lions and Lioness Clubs this year.

Lions of Michigan Foundation Report – Chad McCann and Roger LaMothe

The Foundation exceeded its fundraising goals this year and gave out more grants than ever. The Sight & Hearing Sweepstakes produced \$90,000 in sales, and Lions Clubs bought more than 9,000 cases of mints. The annual Candy Days promotion will be held in September. The Foundation is now selling Lion Mints in Quality Dairy stores in Lansing.

The second LMF cruise of the eastern Caribbean will take place in February. Each stateroom booked will result in a \$200 donation to the Foundation.

This fiscal year, the Foundation provided \$160,000 in aid to low income people in Michigan. This is likely to increase to \$200,000 by the end of the year. One hundred sixty-nine hearing aids were provided, as well as funding for 141 eye surgeries.

The Foundation's Hall of Fame Dinner will be held in Lansing on July 25. This year's honorees include Dr. Wallace O'Brien, Granville Cutler, Bob Lutze, Loyst Trombley and Al Kassin.

Treasurer's Report – Paul Hemeryck, State Treasurer

The financial report covers the first 10 months of the fiscal year—from July 1, 2010 through April 30, 2011. At that point in time, the bottom line looked good. However, it was inflated because money had been collected, but expenses won't be incurred until May or June—particularly expenses related to the MD Convention and the International Convention.

Page 1 is a summary of income and expenses for all accounts administered by the Lions of Michigan. Accounts listed in bold print are dues-funded. The report shows the beginning balances, what was received in dues and other revenues, what was paid in expenses, and the ending balances. Also listed is a summary of the activities for the Lion Pride Magazine, which is a separate corporation.

Lions of Michigan, Inc.
Statement of Revenue, Expenses and Fund Balances
July 1, 2010 - April 30, 2011

	Opening Balance July 1, 2009	Revenue		Expenses	Ending Balance April 30, 2010
		Dues	Other		
State Office	\$ 218,304.26	\$ 79,936.97	\$ 9,271.59	\$ 89,519.39	\$ 217,993.43
Council/Comm./Treas.	33,464.08	12,727.05	319.65	13,988.13	32,522.65
International Convention	24,831.71	4,657.08	4,463.00	4,863.33	29,088.46
MD 11 Convention	19,344.47	2,443.60	9,000.00	1,573.16	29,214.91
White Cane	76,587.83		27,440.68	26,972.75	77,055.76
Pins	59,469.21		5,354.45	4,496.96	60,326.70
Restricted Fund (10 & 11)	28,739.02	5,821.38	139.38	4,850.00	A 29,849.78
Restricted Fund (MD 11)	27,566.21		114.00	0.00	27,680.21
Liaison	0.00		4,850.00	A 2,077.70	2,772.30
Graduate Inst.	1,756.18		4,630.00	6,802.17	(415.99)
Youth Exchange	26,824.17		14,900.00	10,925.19	30,798.98
Grace Lange Fund	143,763.51		2,648.23	0.00	146,411.74
Hearing	2,161.79		0.00	1.49	2,160.30
Public Relations	103.48		100.00	15.22	188.26
Diabetes	3,823.37		0.00	0.00	3,823.37
Leo Committee	7,230.00		335.00	0.00	7,565.00
Youth Outreach	710.13		0.00	0.00	710.13
Leadership Institute	35,260.03		25,680.58	21,297.92	39,642.69
Office Fund	44,723.29		65.00	2,558.40	42,229.89
Core 4 Grant	847.82		0.00	0.00	847.82
Michigan Forum	11,802.15		9,488.00	6,344.06	14,946.09

Total	\$ <u>767,312.71</u>	\$ <u>105,586.08</u>	\$ <u>118,799.56</u>	\$ <u>196,285.87</u>	\$ <u>795,412.48</u>
Lions of MI- Publication	\$ <u>77,872.57</u>	\$ <u>43,508.00</u>	\$ <u>5,482.61</u>	\$ <u>42,787.76</u>	\$ <u>84,075.42</u>

Note: A - Net transfer to Liaison Committee for committee expenses

**Lions of Michigan, Inc.
Current Net Operating Assets – April 30, 2011**

	<u>Total</u>	<u>State Office</u>	<u>Council & Committee</u>	<u>Int'l Conv Committee</u>	<u>MD 11 Convention</u>
CASH ASSETS					
Cash in Bank	\$ 313,950.31	\$ 224,664.14	\$ 34,368.94	\$ 28,791.46	\$ 26,125.77
Accounts Receivable	731.55	449.30	23.25	259.00	0.00
Dues Receivable	5,115.75	4,097.99	673.12	215.40	129.24
Prepaid Expenses	6,404.32	1,866.62	1,037.70	0.00	3,500.00
Inventories	762.42	0.00	0.00	762.42	0.00
Total Current Assets	\$ <u>326,964.35</u>	\$ <u>231,078.05</u>	\$ <u>36,103.01</u>	\$ <u>30,028.28</u>	\$ <u>29,755.01</u>
LIABILITIES					
Accounts Payable	2,197.94	1,098.72	1,037.70	9.60	51.92
Taxes Payable	2,487.37	2,487.37	0.00	0.00	0.00
Deferred Dues SD-10	606.32	489.72	0.00	116.60	0.00
Deferred Dues MD-11	19,323.72	15,479.26	2,542.66	813.62	488.18
Total Current Liabilities	\$ <u>24,615.35</u>	\$ <u>19,555.07</u>	\$ <u>3,580.36</u>	\$ <u>939.82</u>	\$ <u>540.10</u>
Net Current Assets	\$ 302,349.00	\$ 211,522.98	\$ 32,522.65	\$ 29,088.46	\$ 29,214.91

Page 2 is a more detailed report of income and expenses for the dues-funded accounts. The State Office account shows a loss of \$310.83 through April 30. Interest on investments, totaling \$9,271.59, is helping to offset the losses.

The Council/Committee/Treasurer Account will show a net loss by the end of the year, which was anticipated. At the time of this report, the International Convention and MD 11 Convention had not been held; they likely will break even or show small losses by the end of June.

**Lions of Michigan, Inc.
Statement of Revenue and Expenses
July 1, 2010 - April 30, 2011**

	<u>Total</u>	<u>State Office</u>	<u>Council & Committee</u>	<u>Int'l Conv Committee</u>	<u>MD 11 Convention</u>
INCOME:					
Dues - SD-10	3,038.88	2,454.48		584.40	
Dues - MD-11	96,725.82	77,482.49	12,727.05	4,072.68	2,443.60
Sales	13,238.00			4,463.00	8,775.00
Miscellaneous	544.65		319.65		225.00
Total Income	<u>113,547.35</u>	<u>79,936.97</u>	<u>13,046.70</u>	<u>9,120.08</u>	<u>11,443.60</u>

COST OF GOODS:					
Cost of Goods Sold	2,916.75			2,916.75	
GROSS PROFIT	110,630.60	79,936.97	13,046.70	6,203.33	11,443.60
EXPENSES:					
Labor/Payroll Tax	62,686.22	62,686.22			
Supplies/Maint	4,235.10	1,258.40	2,395.89	8.95	571.86
Rent	6,940.00	4,080.00	2,860.00		
Utilities	1,582.68	1,582.68			
Telephone	1,140.57	1,140.57			
Postage	2,489.75	1,326.54	700.19	(17.72)	480.74
Depreciation	2,347.30	2,347.30			
Insurance	11,721.34	10,877.34	844.00		
Assn Dues & Fees	350.00	350.00			
Convention & Travel	6,701.52	958.85	3,456.92	1,787.21	498.54
Meetings	2,050.25		2,028.23		22.02
Lead Devel Program	266.44		266.44		
Courtesy Expenses	0.00	0.00			
Membership Program	25.84		25.84		
Extension Program	5.31		5.31		
Orientation Program	5.31		5.31		
Bonuses	1,500.00	1,500.00			
Audit Fees	1,700.00	1,300.00	400.00		
Retention Program	0.00		0.00		
Miscellaneous	1,279.63	111.49	1,000.00	168.14	
Total Expenses	107,027.26	89,519.39	13,988.13	1,946.58	1,573.16
Excess Revenue Over Expenses	3,603.34	(9,582.42)	(941.43)	4,256.75	9,870.44
Other Income					
Transfers	0.00				
Interest	9,271.59	9,271.59			
Capital Gain (Loss)	0.00	0.00			
Total Other Income	9,271.59	9,271.59	0.00	0.00	0.00
EXCESS REVENUE OVER EXPENSE	12,874.93	(310.83)	(941.43)	4,256.75	9,870.44

Page 3 shows assets and liabilities and breaks out the operating funds, designated funds and restricted funds. Operating funds are dues-funded accounts, such as the State Office, Council and Committee, MD 11 Convention and International Convention. Designated funds include project accounts, such as Leos, Youth Exchange, and White Cane. Designated funds can be re-allocated, but restricted funds can't. Restricted funds are limited by constitution or by designation of the donor. These include the Grace Lange Fund, Restricted Fund, Liaison Account, Graduate Institute and the Leadership Institute.

Lions of Michigan, Inc.
Balance Sheet
April 30, 2011

	Total	Operating Funds	Designated Funds	Restricted Funds
CURRENT ASSETS				
Cash in Bank	\$ 579,945.14	\$ 313,950.31	\$ 167,496.82	\$ 98,498.01
Grace Lange Invest. Fund	146,412.34	0.00	0.00	146,412.34
Accounts Receivable	10,932.32	731.55	10,200.77	0.00
Dues Receivable	5,385.00	5,115.75	0.00	269.25
Prepaid Expenses	6,404.32	6,404.32	0.00	0.00
Inventories	50,100.89	762.42	49,338.47	0.00
Total Current Assets	799,180.01	326,964.35	227,036.06	245,179.60
FIXED ASSETS				
Furniture and Fixtures	120,373.86	75,342.84	45,031.02	0.00
Less Accumulated Deprec	(86,873.52)	(68,872.39)	(18,001.13)	0.00
Net Fixed Assets	33,500.34	6,470.45	27,029.89	0.00
TOTAL ASSETS	\$ 832,680.35	\$ 333,434.80	\$ 254,065.95	\$ 245,179.60
LIABILITIES				
Accounts Payable	\$ 13,084.11	\$ 2,197.94	\$ 10,886.17	\$ 0.00
Taxes Payable	2,487.37	2,487.37	0.00	0.00
Taxes Payable	0.00	0.00	0.00	0.00
Total Current Liabilities	15,571.48	4,685.31	10,886.17	0.00
Deferred Dues SD-10	752.05	606.32	0.00	145.73
Deferred Dues MD-11	20,340.74	19,323.72	0.00	1,017.02
Total Deferred Dues	21,092.79	19,930.04	0.00	1,162.75
FUND EQUITIES	796,016.08	308,819.45	243,179.78	244,016.85
TOTAL LIABILITIES AND EQUITIES	\$ 832,680.35	\$ 333,434.80	\$ 254,065.95	\$ 245,179.60

Operating Funds - State Office, Council and Committee, International Convention and MD 11 Convention
Designated Funds - Project accounts such as White Cane, Leos, Youth Exchange, etc.
Restricted Funds - Limited by constitution or donor requirements, such as Grace Lange Fund, Liaison, Leadership Institute, Graduate Institute and Core 4 Grant.

Page 4 shows the financial activities of the Lion Pride Magazine. There is a profit at the end of April due to this year's reduction in the number of issues published—eight instead of nine.

**Lions of Michigan Publication, Inc.
Statement of Revenue and Expenses
and Changes in Fund Balances
July 1, 2010 - April 30, 2011**

REVENUE			
Subscriptions	\$	43,508.00	
Advertising		5,187.00	
Total Revenue		<u>48,695.00</u>	\$ 48,695.00
EXPENSES			
Publication Costs	\$	23,769.16	
Magazine Layout Labor		14,133.53	
Supplies		205.09	
Rent		580.00	
Postage & Freight		376.24	
Insurance		2,849.74	
Convention/Travel/Meetings		234.00	
Association Dues/Fees		0.00	
Bad Debts		0.00	
Bonuses		500.00	
Audit Fees		100.00	
Miscellaneous		40.00	
		<u>42,787.76</u>	
Excess Revenue Over Expense			\$ 5,907.24
Other Income- Interest			295.61
EXCESS REVENUE OVER EXPENSES			<u>\$ 6,202.85</u>

**Lions of Michigan Publications, Inc.
Balance Sheet – April 30, 2011**

CASH ASSETS			
Cash in Bank	\$	94,380.65	
Accounts Receivable		603.00	
Subscription Receivable		2,531.25	
Prepaid Expenses		954.40	
Total Current Assets		<u>98,469.30</u>	\$ 98,469.30
LIABILITIES			
Accounts Payable	\$	60.30	
Deferred Advertising		0.00	
Deferred Subscriptions		14,333.58	
Total Liabilities		<u>14,393.88</u>	\$ 14,393.88
Net Operating Assets			<u>\$ 84,075.42</u>

This is a separate 501(c)(4) corporation and therefore requires that we report their financial activities independently.

Page 5 shows the dues structure. The top of the page shows a comparison of actual dues collected to date versus the projected dues income. The figures are slightly behind the projections due to the loss of membership. The loss of 100 members means the loss of \$1,000 in revenue. The breakdown in the middle of the page shows how dues money from MD 11 and SD 10 is allocated.

The numbers at the bottom of the page show the overall cost in dues per member. MD 11 dues (including the magazine) are \$14.50 per year, and LCI dues (including their magazine) are \$39.00 per year. In addition, every district and every club has its own dues assessment.

Lions of Michigan, Inc.					
Dues Structure Allocation and Analysis					
<u>Actual Dues Income thru April 30, 2011</u>					
	<u>Income</u>		<u>Deferred</u>		<u>Total</u>
Single District 10	\$3,769.40		752.05		\$ 4,521.45
Multiple District 11	101,816.68		20,340.74		122,157.42
	<u>105,586.08</u>		<u>21,092.79</u>		<u>\$ 126,678.87</u>
<u>Projected Income From Dues 2010/2011</u>					
<u>From the Allocated Dues Structure</u>					
Single District 10	\$2.58	x	1,750	Members	\$ 4,515.00
Multiple District 11	\$10.00	x	12,900	Members	129,000.00
Less family dues rebate	\$5.00	x	1,150	Members	<u>(5,750.00)</u>
					<u>\$127,765.00</u>

Anticipated Expenditures per Recommended Allocation

<u>ALLOCATIONS</u>	<u>Single District 10</u>		<u>Multiple District 11</u>		<u>Total</u>
Administration	\$1.68	\$2,940.00	\$7.61	\$98,169.00	\$101,109.00
Council/Com/Treas	0.00	0.00	1.25	16,125.00	16,125.00
MD 11 Convention *	0.00	0.00	.24	3,096.00	3,096.00
Restricted Fund * **	.50	875.00	.50	6,450.00	7,325.00
Int'l Convention	<u>.40</u>	<u>700.00</u>	<u>.40</u>	<u>5,160.00</u>	<u>5,860.00</u>
Total Income	2.58	4,515.00	10.00	129,000.00	133,515.00

* Set by Constitution

** Restricted Fund: To be placed in a separate account to be used for the purpose of promoting candidates for International Office, and to be controlled by the Council of Governors and the Liaison Committee.

For Information Purposes
Total Annual Dues Per Lion Member in MD 11

MD-11 Dues	\$ 10.00
MD-11 Magazine	4.50
Lions Clubs International (Including magazine)	39.00
District dues (Minimum \$1.25)	1.25 ***
(Actual is between \$5.00 and \$10.00)	
	<u>\$ 54.75</u>
Plus individual Lions Club Dues	

** Based on the minimum allowable by constitution for District and Multiple District dues of \$11.25 (\$10.00 for MD 11, and a minimum of \$1.25 for the District). However, most districts in MD 11 have dues allocations in excess of \$1.25. Each club must add to the above figure the amount needed for club administration.

The Treasurer's report also included an analysis of membership by district since June 30, 1999. MD 11 membership stood at 15,673 at the end of June, 1999; by April 30, 2011, the total had decreased to 12,705—a loss of nearly 3,000 members since 1999. Every district has been affected. MD 11 membership is down 228 from the beginning of the current fiscal year, and May and June are the months when club secretaries traditionally drop members to avoid paying dues for those whose are in question.

The final page of the Treasurer's Report showed "actual" income and expenses in the dues-funded accounts for each of the years between 2006 and 2010, as well as "projected" income and expenses for the five years between 2011 and 2015. Treasurer Hemeryck noted that the projections showed "flat" membership in the future (i.e., no increases or decreases). In 2006, dues income produced \$130,235 in revenue; but by the end of 2010, the loss of membership caused dues income to decline to \$112,543. By 2008, it became necessary to tap into investment income to cover operating expenses. Fund equity has kept the Lions of Michigan solvent since then, but losses will eventually reach the point where interest and dividends on investments will not cover expenses.

Treasurer Hemeryck pointed out that expenses have been kept in check. They have risen less than 1/2 % per year. Over the years, a number of cost-cutting measures have been implemented, but it is reaching the point where there is not much left to cut. The problem is the drastic reduction in revenue, caused by declining membership. In addition, the family/student dues structure has reduced dues income by \$5,000 a year.

A page of membership statistics was also distributed with the Treasurer's report, giving a breakdown of the number of regular, student, and family members in MD 11 since June of 1999.

MOTION – made and seconded, to receive the Treasurer's Report. Motion carried.

Constitution & By-Laws Committee Report – Ed Weessies

One housekeeping change was made this year. A few years ago, when the MD 11 Constitution and By-Laws were modified to conform to the Standard Form, certain language relating to amendments was deleted from the constitution but not the by-laws. This wording indicated that the Constitution and By-Laws Committee would make a recommendation regarding passage of an amendment proposal. It is not the job of the committee to determine the worthiness of an amendment; they simply put the language into proper form.

Housekeeping Change

In December 2010, the Council of Governors, acting on authority of the Multiple District 11 By-Laws, Article XII; Section 1; sub-sections 1,2,3, and 4, deleted the following from the By-Laws of Multiple District 11, page 17; Article XII (Amendments); Section 1 (Amending Procedure) the words, "with recommendations of the Constitution and By-Laws Committee."

One amendment proposal, submitted by the Sterling Heights Lions Club, was presented for a vote of the delegates at the MD 11 Convention.

Sterling Heights Proposal –A proposal to discontinue the family/student dues structure at the multiple district level.

Whereas it is the opinion of the Board of Directors of the Sterling Heights Lions Club that after a year of implementation, the family and student member dues program as described in the MD 11 By-Laws Article III, Sections 3a (Family Plan) and 3b (Student Membership Plan) has yet to result in a significant increase in membership in the multiple district. The sections have created a financial burden on operations of Multiple District 11. Continuation of these plans could result in the need for an increase in the per capita administrative tax of MD 11.

Be it resolved that Article III of the MD 11 By-Laws be amended to remove, in their entirety, Sections 3a and 3b.

Audience Statements – Pro and Con

PDG Bob Jenkins, Sterling Heights Lions Club – When MD 11 implemented the family/student dues structure, it resulted in the immediate loss of \$5,000 in dues revenue because 1,000 existing family members were grandfathered in. This is a business decision. Unless family dues are rescinded, the only option left is a dues increase for all Lions.

PDG Paul Hemeryck, Eastpointe Lions Club – The Lions of Michigan need to evaluate what the family dues plan has accomplished in MD 11. It has cost \$10,000 over two years to gain 255 family members. The proposal that is being presented asks family members to spend just \$5 more per year—just 40-cents a month.

PDG Janalee McClure, White Cloud Lions Club – The only area of membership growth in MD 11 has been family units. The family membership plan encourages families and young people to be actively involved in Lionism.

DG Don Brown, Paw Paw Lions Club – The family dues plan makes it affordable for family members to be involved in club activities. The answer to the financial problem is to get more people to join Lions Clubs.

Lion Richard Foust, Holt Lions Club – Overall membership is declining, not increasing. Family memberships have not increased enough to cover the loss of dues revenue. The Lions of Michigan need to get their finances under control to avoid going out of business.

DG Jerry Howard, Berville Lions Club – The family plan has allowed the Lions of Michigan to save money by publishing fewer issues of the magazine. We may have to face the fact that a dues increase is coming in the future.

DG Doc McCray, Saginaw Downtown Lions Club – Eliminating the family membership plan will cause even more membership drops.

PDG Donna Romanak, Bangor Lions Club – The family dues plan is optional. Members who want to save money for the organization can elect to be treated as regular members.

PDG Jack Becher, Warren Lions Club – Dues and magazine subscriptions are separate issues because the Lions of Michigan and the Lion Pride Magazine are separate corporations. The family dues structure saved money for the magazine, but it cost money for the Lions of Michigan.

Lion Albert Crowley, Plymouth Lions Club – Family units are the cause of club growth. Members don't join to save administrative money; they join to provide service.

PDG Gary Babcock, Napoleon Lions Club – The Lions of Michigan need to look at innovative ways to raise funds to cover administrative costs for the multiple district. Family members encourage service.

PDG Terry Walters, Dexter Lions Club – The proposal would also eliminate half-price dues for students. They need the reduced amount, or they could not afford to be members. Don't discourage young people from being members.

PID Dennis Cobler, Muskegon North Side Lions Club – This day has been a long time coming. Membership has been steadily declining for years. You can take the easy way out and vote for this proposal, or you can get out and get more members. Don't eliminate a good program—get working on membership, the one thing that is the key to everything.

Voting instructions – Ken Frary, Elections Chair

Voting begins at 12:30 p.m. It will continue for ½ hour. Ballots will be distributed at one door of the Baldwin/Perry Room and collected at the other. All ballots will be counted twice. Results will be announced at the banquet.

Remarks by International Director Doug Alexander

Family dues enable people to be Lions. Elsewhere in the world, people are on waiting lists to join. Don't exclude people because of dollars.

Membership problems are not unique to Lions. All service organizations in the United States are experiencing declines. Within Lions International, worldwide growth is occurring outside the US, and those Lions are beginning to demand more representation. We must do all we can to grow our membership. We can't control deaths, so we must work to get new, younger members. Our focus should be on service so people will see what we do and want to be part of the organization.



OPTIONAL SATURDAY AFTERNOON ACTIVITIES May 21, 2011

On Saturday afternoon, four breakout sessions were presented. PDG Al Vredberg conducted a session entitled "Technology Evolution." Al Walker presented a session on Braille. Debra Madonna explained the Miracle Baseball League in Plymouth, Michigan. Jeff Mortensen demonstrated the new digital Pedia Vision camera.

Convention attendees also had an opportunity to visit Leader Dogs for the Blind, where they could take a self-guided campus tour and learn about the new GPS, the Kapten Plus.

At 4:30 p.m., the Lions of Michigan All State Band performed in concert in the ballroom of the Marriott Centerpoint.



SATURDAY NIGHT BANQUET
May 21, 2011 – 6:00 p.m.
Council Chair Frank Cunningham, Presiding

The banquet was attended by 235 Lions and guests.

A memorial service was conducted in remembrance of Lions Club members who passed away during the year. DG Barb Treichel sang "If I Have Helped Somebody," and Governors Marion Ramer and Doc McCray lit candles in honor of the deceased Lions from each district.

Voting Results – Ken Frary, Elections Chair

Sterling Heights Proposal – 34 Yes, 142 No, 1 spoiled ballot. Amendment defeated.

MOTION – made and seconded, to destroy the ballots. Motion carried.

PR Scrapbook Contest

The winner of the Public Relations Committee's scrapbook contest was the Lyons-Muir Lions Club. They received a \$100 cash prize.

Keynote Address

International Director Doug Alexander from Brooklyn, New York delivered the keynote speech. He pointed out that Lions have improved vision for 1.4 million people worldwide.

A dues increase will be on the ballot at this year's International Convention in Seattle. It asks for a \$4 increase per member per year, to be implemented over two years (\$2 in 2011-12 and \$2 in 2012-13).

ID Alexander emphasized the importance of service. When members are asked when they truly became Lions, they often point out a specific project that gave them a sense of personal fulfillment and made a difference in someone's life.

Afterwards, ID Alexander presented his personal pin to PID Dennis Cobler, CC Frank Cunningham, and PDG Connie Shelton.

S.A. Dodge Distinguished Service Award

The 2010-2011 S. A. Dodge Distinguished Service Awards were presented to PDG Joseph Griggs and PDG R. G. Barnum.

Joseph P. Griggs -

He has been a Lion for 24 years. He served his district as Zone Chair, Region Chair, Vice District Governor and District Governor.

He served on many committees, including Extension, Membership, Leader Dog, District Convention and Welcome Homes. He also served on the district committees for Campaign SightFirst and Campaign SightFirst 2. He was a member of the board of the Lions Hearing Center and Project KidSight. He was the First Responders/Alert Chairperson for his district. When the International Convention was held in Detroit in 2004, PDG Griggs was the Communications Chairperson.

Awards received by PDG Griggs include the 15-member Key, three Membership Growth Awards, three International President's Certificates of Appreciation and the International Leadership Medal. He is a Melvin Jones Fellow.

PDG Griggs completed the Lions Leadership Institute twice. He has been instrumental in extension and retention in his district. He is a Certified Guiding Lion and has hosted Guiding Lion training to certify 23 Lions.

He was the lead contractor on the remodel of the Lions State Office. He partially donated labor and materials for this project.

He spearheaded the development of a community park for the handicapped. His efforts in fundraising and public relations resulted in a \$500,000 project that benefits the entire community.

R. G. Barnum -

PDG Barnum has been a Lions Club member for 30 years. He served as Zone Chairman, Deputy District Governor and District Governor. He was Vice Council Chairman.

He served on the following committees: Leader Dog, Long Range Planning, White Cane, Extension, District and Multiple District Convention, and MERL.

He is the recipient of two Extension Awards and was actively involved in the formation of eight Lions Clubs. He holds the Senior Master Key and is well on his way to sponsorship of 50 new members. He is a Certified Guiding Lion, and has been the Rebuilding Lion for two clubs.

PDG Barnum was a 100% Governor. He is the recipient of the International President's Medal. He has received three Leadership Medals and 10 International President's Certificates of Appreciation. He is a Melvin Jones Fellow.

He serves on the board of the Special Needs Clinic. He has participated in seven medical eyeglass missions and co-chaired the last two. He served as a moderator at three USA/Canada Forums.

He distributed 20,000 large-print books and chaired a project to build portable bleachers seating 150 people for his community. He spearheaded the committee that sealed and striped the parking lot at Leader Dog School.

PDG Barnum was a member of the Host Committee for the 2007 USA/Canada Forum in Grand Rapids. He was Campaign Manager for two of Michigan's International Directors.

He has 30 years of perfect attendance. He has attended Lions Day at the United Nations and three International Pin Trader Breakfasts in Canada. He has attended 12 USA/Canada Forums, 24 District Conventions, 18 MD Conventions and 10 International Conventions.

R. G. Barnum is the go-to-guy for his district.

Award Presentations

A plaque was presented PDG Bob Sturgis in recognition of his outstanding service as Multiple District Convention Chair.

On behalf of the 2010-11 Council of Governors, Don Brown presented a plaque to Frank Cunningham in recognition of his service as Council Chair.

CC Frank Cunningham introduced the 2011-2012 Council Chair, Roger LaMothe, and presented a gavel to him.



The following reports were submitted by committee chairs and are included as a part of the minutes of this convention:

- | | |
|------------------------|--------------------------|
| Bear Lake Camp | Orientation |
| Leader Dog | Public Relations |
| Leadership Development | Retention |
| Lion Pride Magazine | Welcome Homes |
| Membership | Youth Exchange |
| Michigan Forum | International Convention |



Bear Lake Camp Committee Report Larry Kukuk, Chairperson

In 2011 the camp celebrated its 10th anniversary in the service of special needs children. In these 10 years, a lot has happened, one being we are now a MD 11 project. To commemorate our 10th anniversary, the camp has come up with a banner patch and a rocker for club donations.

The committee held a meeting at the camp which was very well attended by Governors, Vice Governors, District Chairpersons and their committee members. At this meeting, Director Dennis Tomkins gave a summary of the different programs held at the camp the previous summer.

First Vice President Jack Becher gave an update to the banner patch program and explained that each club that donates \$50 would get a patch and thereafter a rocker. A plain-color rocker is for \$50 to \$499.99; a silver background color is for \$500 to \$999.99; and a gold rocker is for \$1,000 or more. Jack also gave a report on what the board of directors was doing to make the camp more visible, explaining that we can have quality programs for special needs children.

This coming year, the camp will have a new program called Camp Chris. This is a camp for deaf and hard of hearing children.

We would like to give the Lions of District 11 C2 a very special thank you for starting a fund to raise money for generators to run the camp in case of emergency. These generators are very important to the camp if the power goes out. The camp would not be able to run without them, and they would have to send children home. At this time, two have been installed, and we are about \$3,000 short of purchasing the third generator. If any club from any of the districts can give a little more above their normal giving, it would be greatly appreciated.

We are having spring clean-up at the camp on June 4, from 8:30 a.m. to 3:00 p.m.

International Convention Committee Report Dennis Lautzenheiser, Chairperson

As of May 1, 2011 there were 69 Lions registered for the convention in Seattle from MD-11 and two from SD-10.

We have 34 reservations for the Michigan Night event on Wednesday, July 6, at Tillicum Village. Attendees should be at the wharf at 5:59 p.m. It is a short downhill walk from the Michigan headquarters hotel. When we return that evening (approximately 10:30), the Lions of Michigan All-State Band buses will deliver folks back to the Michigan hotel.

Hats (125) and umbrellas (125) have been received and will be distributed on Monday, July 4, in the hospitality room of the Renaissance Seattle Hotel (Michigan's headquarters hotel). Time of the distribution will be (approximately) 10 a.m. to 5 p.m. At that time, the attendees also will receive their parade patches and ribbons for marching in the parade.

This year's parade dress is the "new" Michigan shirt, navy pants and white shoes. The parade will be Tuesday morning at approximately 10 a.m. The assembly area is in the vicinity of the Space Needle. Further information will be made available at the convention. The drop off zone is at 1st and Thomas and the parade step-off is at 5th and Denny. We will be marching back to the Convention Center, which is ½ mile from the Michigan hotel.

The hospitality room at the Renaissance Seattle Hotel will be open daily. 3x5 cards will be available to leave messages and informational notes to attendees.

Leader Dog Committee Report Frank Cunningham, Chairperson

The Leader Dog Committee has been working with Kathleen Breen and Eric Berger at the district conventions, spreading the word about the work Leader Dog does. Many Lions attending the MD 11 Convention in Auburn Hills will have the opportunity to visit and tour Leader Dog on Friday and Saturday afternoon.

Donations seem to be down, or at least slow coming in. We hope this will change over the next six weeks or so. Please encourage clubs to send in their donations. We are hoping that every district will be 100% in donations to Leader Dog.

Leadership Development Committee Report
Dr. Tom Doyle, Chairperson

This committee was plagued with lack of communication and lack of focus. As committee chair, I was committed to having face-to-face meetings only as needed.

In July of 2010, we had a well-attended meeting at the State Office where we discussed goals for the year. We settled on increasing participation in the Club Survey which is available through LCI and increasing the use of the Club Excellence packet. This goal was communicated to the district Leadership Chairs. On the whole, I was able to get information dispersed to committee members, but I was not able to get appropriate feedback from all of them. I wish to recognize several Leadership Development District Chairs for their responsiveness: PDG Kyle Austin (11 C1); Lion Karen Routson (11 C2); PDG Roberta Sexton (11 B1); and VDG Jim Pettinato (11 A2).

I enjoyed training the 1st VDGs (now Governors-Elect) and hope they feel prepared for the job ahead. I have spent much time with MD 11's new GLT Coordinator, Brian Shepard, assisting him with preparations for the new program from LCI.

Lion Pride Magazine Report
Jack Becher, Chairperson, Publication Advisory Committee

After an interesting year, which included our printer going out of business, the magazine will realize a small profit. A three-year bid was awarded to Newsweb Printing in Greenville, MI. They have printed several issues, and the quality has been very good. They are easy to work with and are very happy to have Lions' business. By switching printers, the magazine saves approximately \$330 per issue. It doesn't seem like much, but over nine issues it becomes a sizable amount.

The Publication Advisory Committee is keeping close watch on postage costs. They are looking at a few options in case mailing rates increase significantly. One possibility is decreasing the size. It may be more economical to print extra pages and decrease the size of the mailed product. The Post Office has not announced a rise in periodical postage at this time; however, they plan to re-visit a possible rate increase later this year. There is no time line, but announcements will be made if the Post Office declares a change.

This year the Council voted to eliminate an issue rather than ask for a subscription increase. This was a temporary change, and next year's Governors can decide if they want to reinstate it. The Publication Advisory Committee feels that a \$1 subscription increase is over-due. It's been 17 years since the last one. In that time, the magazine hasn't increased advertising fees or subscription fees. Membership has steadily fallen, which means less revenue. Mailing, printing and other costs have continued to rise. This trend cannot continue. The committee plans to ask the Council to publish nine issues and present an amendment proposal at next year's MD 11 Convention for a \$1 subscription increase.

Membership Report
Al Kelpinski, Chairperson

When we last reported to the Council of Governors, we were reviewing the January 2011 membership data. Essentially, the numbers indicated that we had a net loss of 248 members at that point in time.

You may recall that we indicated that some improvement would still be forthcoming, but we had begun to believe that it was not realistic to expect a complete recovery.

The April report supports our belief that some improvement would be forthcoming. Our April variance shows we had lowered our loss to 231 members, or 17 fewer than in January. Districts 11 A1 and 11 D1 continue to lead the way with net gains of 21 members and 9 members respectively. Our committee remains committed to continuing efforts to recover our losses in membership. That remains our goal and our commitment to the Council.

Brief summaries of the efforts of our committee follow.

11 A1 – June 1125/April 1146

The district is at +21 through April 2011. The District Membership Chair continues to work with weaker clubs. The effort pays dividends. The goal is to reach +30 by the end of the 2010-2011 year.

11 A2 – June 1659/April 1621

District 11 A2 is at -38 through April. This represents a loss of 17 additional members since January. The district continues to experience a further weakening of clubs that have been in a precarious position for months. The committee chair believes there is a strong possibility that one or two of these clubs may fold by the end of June 2011. The full impact of the loss of clubs cannot be adequately forecast at this time. It is safe to assume that the district's net loss will, in fact, grow further.

11 B1 – June 1170/April 1161

District 11 B1 was at -3 in January and has since experienced some deterioration in its membership numbers. The loss is small and is due mostly to deaths. The committee chair is continuing efforts to reach his goal of +1 in membership by year's end.

11 B2 – June 1257/April 1226

The district's loss has improved from -40 at the end of January to -31 at the end of April. I have not received a report from the committee chair for this report and therefore cannot say what is scheduled to happen during the balance of the year. Given the improvement noted above, I have to believe the district is working on their membership and will surely continue to do so.

11 C1 – June 1255/April 1186

The district was at -90 at the end of January 2011. They are at -70 through the end of April. The improvement is reflective of the district's "Push Our Membership" program. The membership team in this district pledges to continue their efforts to regain a measure of the remaining losses. The committee continues to strive for an ending membership of 1,250.

11 C2 – June 1037/April 981

District 11 C2 has consistently experienced monthly losses since July. The district is now at -56 members for the year through April. I have heard conflicting reports as to why the losses are growing, but I have no tangible proof to support the reasons I have heard. The district leadership needs to do a serious review of what has been and is being done to improve membership in the district. It would seem that more than one person has contributed to the problem. It is my personal opinion that the district will see little, if any, improvement in their membership levels between now and June 30, 2011.

11 D1 – June 1381/April 1390

A dedicated effort to bring the membership message to the clubs, to work with weaker clubs and to establish two new clubs has helped the district to offset normal losses and to grow by 9 members through April 2011. The membership chair plans to continue her efforts and hopes to realize a small degree of additional growth through June 2011.

11 D2 – June 1370/April 1340

The membership chair in this district has visited 23 of 46 clubs since January and intends to visit a few more before year end. This chair is also preparing to send a letter to each club requesting that the secretaries continue to submit MMRs on a timely basis and/or catch up on past-due MMRs. The letter will also encourage clubs to try harder to acquire new members and to provide them with information that may help them attract and “sell” Lionism to potential new members. The membership chair believes that their final number on June 30 will be in the area of -10. If they reach that number, they will have reduced their losses since January by about 23 members (from -33 to -10).

11 E1 – June 1363/April 1359

The membership chair in this district has encouraged the use of a number of methods by the clubs to acquire new members. He has encouraged them to use fundraisers and civic projects to pass on information regarding Lionism to potential new members. He has encouraged the clubs to “talk proud,” be enthusiastic and to stress how much pleasure a member experiences by being a Lion. He has encouraged the clubs to emphasize in their meetings with prospects that Lions have fun and that everything is not “just a stuffy business meeting.” This chairman’s club held a ladies night and acquired a new member from that venue. In general, he is encouraging clubs to use everything they do as an opportunity to interest potential members in Lionism.

The district is at -4 through April. Normally that would be considered a good position to be in, but they have been notified that a club is turning in their charter, and they will be losing at least 10 of the members of this club. The district continues to work on adding a club in Lake City. If they are able to charter the club, they will end the year with positive membership growth.

11 E2 – June 1317/April 1295

The district is at -22 through April 2011. Notification has been received from one of the district’s smaller clubs that they will be turning in their charter. That loss will cost the district eight members, taking the loss to -30.

Each club has received a package from the membership chair, asking that they make every effort to hold a membership drive during the May-June time frame. Several drives are scheduled, and efforts are being made by other clubs to bring in at least one or two new members before June 30. As this is being written, the best available information suggests that they may be able to finish the year in the area of minus 12 to minus 16 members.

It is not unusual to experience deaths of Lions during a given year; however, 11 E2 has had 17 deaths this year through April. That number exceeds any full year losses they have had in the last 8-10 years.

Summary – MD 11 is at -231 in membership through April. Most committee chairs have not given up. They continue to work to improve their district membership numbers. I sincerely believe we can improve enough to bring us under -200. That is not where any of us wanted to be at the end of 2011. It was not, however, a position that we did not anticipate.

The huge losses we took in several districts early in the year all but crushed our goal of membership growth this year. We held out hope that somehow we might be able to overcome the losses. Reading through this report would still give one hope that we can end the year on a good note. We can only continue to do our job and hope for a favorable ending. We haven't given up.

In the meantime, I would like to thank the Council for their support this year and for the opportunity to serve you and our great multiple district. Trust me when I say your district membership chairs, for the most part, did a fine job and did truly try to meet your expectations.

Congratulations for making the decision to revisit the issue of redistricting. It is a hard and unpleasant decision to make, but a necessary one.

Michigan Forum Committee Report David Zeller, Chairman

The Michigan Forum, held February 18, 2011, was a complete success. Over 230 participants took advantage of 16 breakout sessions. These were all excellent sessions, and I thank all those who presented. Those sessions were as follows:

- Climbing the Leadership Ladder - PID Bill Hansen
- Hearing Loss & Deafness – Maggie Smedley
- Online Resources for Lions Clubs – VDG Ray Robins & Dan LeBlond
- Putting the FUN in Fundraising – PCC Bob Jenkins
- What Happens to Eyeglasses – PDG Dave Bennett & Tim Fauser
- Youth Leadership Development – Tim Anderson & Leo Club Members
- Alternative Energy – Sue Warren
- Raffles, Bingo, Texas Hold 'em – Bobbi Jo Craft
- How to Run an Effective Meeting – PCC Paul Hemeryck & Kim Thiede
- New Technology for the Visually Impaired – Scott Norris
- Diabetes Self-Management Education – Cheryl Schneider
- Identity Theft – Brad Delany
- How to Hold a Club Assessment – PDG Tom Doyle
- Being the Best Committee Chair – PDG Roger LaMothe
- Leader Dog – CC Frank Cunningham, Kim Wattles and Eric Berger
- Retention – PDG Wayne Kreitner

The Saline Fiddlers presented an excellent performance at lunch. The White Cane Committee presented a scholarship to Jordyn Castor of Rockford, Michigan.

The Forum Committee has reviewed the evaluation forms that were turned in and will act on some of the comments made. Overall, the Forum received a score of 4.49 out of 5.00, which means we have a little work to do.

I want to thank the Council for their support of the Forum and the Committee. I look forward to an even better Forum next year, February 17-18.

Orientation Committee Report Clem Ruiz, Chairperson

Summary of reports from District Orientation Chairs:

11-A1 - I tried to train Region/Zone people who were not interested. I then mentioned it at a cabinet meeting and told them if they were not going to train the new members, I would go around them and train the members myself--they all applauded. I had a training session on April 9. While the count was down, I mailed 70 invitations. The next orientation session is scheduled May 7th. A letter was mailed to all members in six clubs and a general distribution email to all presidents inviting the entire membership to attend. PDG Fred Simpson and I use the book "What the Heck is a Tail Twister." It has become clear that we who are involved in Orientation are the best trainers.

11-A2 - During the year a number of clubs have conducted either formal or informal orientation sessions. The most recent was at Selfridge-North Macomb in April. Clubs were provided two formats of orientation materials, with one being a multi-page document that covers a wide variety of issues and the other being a quick guide for a 15 to 20-minute session that can be held just before a regular club meeting. This allows a club to select a method that fits their personality.

11-B1 - Currently 85% of the clubs have orientation chairs—this is with losing one zone chair and replacing one zone chair. We have had training programs for zone people, a number of presentations at zone meetings, a region meeting, and a number of club presentations. The first session has been printed in the DG's newsletter and will be printed in the Lion Pride. All clubs have been given the program, but it takes a never-ending process of reinforcement to get them to use it.

11 B2 - There are about 10 clubs on board with the district program. Lions become members in the club and then other information follows, so we developed a program for clubs to use. I have given three club presentations this past year; but getting clubs to participate is like pulling teeth—they don't respond. It is necessary to get the DGs to endorse this program fully to get clubs to respond. We don't use the 4-stage program; everything has been set up for one session and is usually covered at a meeting with a Power Point presentation; and then a copy is left with the club to present whenever they wish to do so.

11-C1 – There are four clubs, maybe more, that have orientation chairs. There is no committee to hold training sessions, and I hope to change that next year. District 11-C1 uses the pre-induction orientation program created by PID Dennis Cobler. We do not use the 4-stage program. I was not able to give any presentations at Region/Zone meetings as other programs seemed to be more important. Clubs were even more difficult to get to.

11 C2 --No Response

11 D1 --No Response

11 D2 --No Response

11-E1 - Clubs in the district do not have orientation chairs. VDG Bill Simpson produced a booklet for club use. I made a few visitations and might have done some good. Frankly, orientation needs to come from the club level, as most members do not care much beyond their club.

11-E2 --No Chair

**Public Relations Committee Report
Evelyn Cooper, Chairperson**

Thank you for the opportunity to serve as your Public Relations Director for two years. It has been a very rewarding, learning and challenging experience. Fortunately, I had several dedicated Lions working on the committee: Stan Hone, 11C1; Greg Smith, 11A2; and Anita Kolasinski, 11D2. I highly recommend Stan and/or Greg as chairpersons. Unfortunately, Lions from B1, B2, C2, D1, E1 and E2 never attended any of the conference call meetings, even though they received emails from me and written correspondence from Lansing.

During our meetings, we discussed ways to increase our visibility. We sent information to clubs, encouraging their members to use our International Facebook website at www.facebook.com/lionsclubs to post and to gather important information from around the world.

Lion Stan Hone was very instrumental in disseminating important information to clubs and the Lion Pride Magazine regarding the scrapbook contests and other PSA information, as did Lion Greg. Also, Lion Anita sent us pertinent information regarding White Cane and that was emailed to clubs. We also discussed and posted fundraising ideas for clubs. Extensive research was done to try to get radio and television sponsors, but to no avail because of our limited funds.

The Public Relations account balance of \$84 didn't allow me to carry out my ideas such as webisodes, podcasts, webinars, etc. Because of the Council's approval of my one dollar campaign from every Lion in Michigan, we may start the next year with funds that will help the districts and the clubs promote Lionism on a much larger scale.

**Retention Committee Report
Ron Papa, Chairperson**

MD 11 currently has the following drop statistics:

Total drops for 2008-09	1,677	Average # drops monthly – Final	140
Total drops for 2009-10	1,571	Average # drops monthly – Final	131
Drops through April 2011	1,292	Average # drops monthly – 04/11	129

Drops in individual districts are as follows:

<u>District</u>	<u>2008-09</u>	<u>2009-10</u>	<u>Thru April 2010-2011</u>
11 A1	191	126	104
11 A2	228	193	140
11 B1	125	111	152
11 B2	173	174	153
11 C1	201	199	200
11 C2	136	151	99
11 D1	182	164	132
11 D2	148	142	102
11 E1	149	156	96
11 E2	<u>144</u>	<u>155</u>	<u>114</u>
	1677	1571	1292

The Retention Committee is committed to working on retention by using the guidelines developed last year. We had a number of new members added to the committee. Our goal has been to get the message out to the new chairpersons, and they have been provided with all the tools we used last year. I ask that the Governors please take an active role in assuring that the Retention Committee has implemented some of these proposals.

While the first 10 months of this year average monthly drops that are lower than the previous two years, usually our biggest drop month is June. Hopefully we have peaked at this point. We need to make sure that retention programs have been put into place in all districts, and that we are committed to educating and developing our new Lions. Listed below are the reports from the District Retention Chairs. Minor editing has been done in some cases.

11 A1 – At cabinet meetings, Jo Cone stressed the fact that retention is every member’s responsibility, and DG Linda Tate takes every opportunity to suggest this approach. Lion Jo continues to contact every one she possibly can on the drop list. Often the results of this effort are not seen immediately, but the possibility of alternative ideas begins to register with them. Retention begins at induction.

11 A2 – Jim Pettinato reports that a number of clubs have conducted formal or short informal orientation sessions for their members. Clubs were provided two formats of orientation materials.

Retention is, and always has been, a difficult issue to handle. We see two problems that contribute to the number of people leaving this great organization.

Newer members – A major cause for new members leaving is that they do not feel welcome in the club. They stick around for a year or more and just fade away. Each club needs to address this issue and every club member should take responsibility for making new members feel welcome and a part of the club. Another issue is finding out before they join what their level of participation is going to be and make sure they understand their obligations as members of the club.

More senior members – A major concern here is burn-out for members who participate in EVERY event and seeing too many who are members in name only. One solution is to reinforce to all members their commitment to participate in club activities and keeping the lines of communication open.

The above observations and ideas were used by region and zone chairpersons during the year and discussions were conducted during region meetings.

11 B1 – Lion Tom Tyson has had a hard time relating success to specific efforts that were attempted and promoted in the district. He knows if they don’t keep working to get the message out to clubs and members (that retention is everybody’s job) and providing ideas and encouragement to back it up, that the lack of success will be measureable. The effort extends to more than what we call the retention program—a healthy club has an easier time attracting and retaining members because all its activities and programs are part of the retention equation.

11 B2 – Bill Bennett now heads up the membership and retention team. He did not respond to an email sent to him.

11 C1 – Ed Weessies reported that the district has promoted the pre-induction program via the district newsletter and website. In addition, clubs have been encouraged to engage all their members to recognize those who have done outstanding jobs, hoping this will get other non-so-active members to pitch in. Clubs are encouraged to communicate with members who are not attending meetings, participating in community service activities and fundraisers, and who are not paying their dues, asking them what the club can do to stimulate their interests and if there are financial reasons why they are not paying dues.

All of the above has not accomplished what we hoped. District membership has fallen below the 1,250 mark, with 84 additional members needed to meet that goal. So far, we have added 101 members this Lionistic year. We are trying.

11 C2 – Kevin Storberg reported district membership of 960 as of April 1st. I have had no contact with my Governor. It is a sad situation in the district. New Lion leaders won't step up, and the older ones are burned out. There is NO direction coming from our incoming as well. Bottom line, no extension, no retention, and 0 membership.

11 D1 – PDG Alice Zajac, the Membership Chair, has been asked to fill in for R. G. Barnum. No response has been received from her.

11 D2 – No report.

11 E1 – VDG Bill Simpson reports that E1 has developed a new member orientation manual which was provided to each club. These manuals are set up for each club to adapt to their needs. The idea is that well-oriented members will be long-term Lions. We have struggled with membership, losing 93 members and gaining only 88. As of April 16, our membership stands at 1358.

11 E2 – PDG Flo Kelpinski reports changes in the district, both positive and negative. One of the Lioness Clubs has folded, and as a result, there may be six Lioness members joining their Lions Club. Confirmation has not been received about that. On the negative side, a Lions Club is surrendering their charter, which will represent a loss of 10 members. Many clubs have promised to have membership drives prior to June 30. I am hoping we can improve on last year's figures by bringing in some new people.

We have provided as much information to our clubs and members as possible. We've been to Zone Meetings, provided reports at Cabinet Meetings, and made orientation materials available to each and every member in the district. I believe that retaining members is going to depend largely on each club president in the future. When analyzing losses, much is dependent on how the clubs conduct their business, address cliques and put new members to work. If new members are not treated properly at the outset, they will leave before they have been there for three years.

Welcome Homes Committee Report
Stuart Menzies, Chairperson

Three meetings conducted during the year provided definition of the financial and communication goals to be met for WHRS support by the districts:

Financial - The 15% *reduction* in originally requested district funds was due to the projected needs of the new business plan introduced in 2009-10. Individual club goals were based upon donation levels reached during the last four years. (Three updates were provided by WHRS during the year)

Communication - Information tools provided to districts by WHRS consisted of details for promotion of the business plan. Included for each District Chair was a Power Point presentation (CD) for district review, WHRS information in the "Lion Pride" regarding individual features of the plan, and all Club Secretaries receipt of three issues of the "Clarity" newsletter further defining the plan and the personnel involved. Committee Chairs were requested to work at the region and zone level to "sell" club support and provide club presentations on a request basis.

New Business Plan - Targeting partnerships with existing medical and service organizations allows fee-for-service potential for sight impaired activity on a statewide basis. Welcome Homes' unique history with sight impaired senior support is a valuable resource to these organizations. Continued development of the components of the plan will bring in more sight-impaired seniors to be served through WHRS management and district/club support.

Fundraising Activities - In addition to the challenge of club contributions, district promotions are extremely valuable to the program. Two golf outings (Laingsburg and New Lothrop), the Michigan Run in Lansing and several Grand Rapids Lions events are active this year.

The very successful "Rose Day" event was discussed in detail by PDG Rod Prys as a potential item to pick up by other districts. He has made some preliminary plans for distribution and volunteered to help committee members after discussion with their district. A handout was made available to District Chairs at the meeting on March 12th.

Summary/Roundtable - There should be no questions about the major transition from a building with 30 residents. The new plan will pass on the lessons learned during the past 50 years and will provide the support that is necessary for senior sight-impaired individuals. However, the success of this plan will be dependent on the participation of MD 11 Lions in the immediate future. The committee's responsibility is to provide pertinent information to districts about this program.

The 2011-2012 goals of the committee will be specifically addressed at the kick-off in August. The goals will reflect some roundtable proposals related to improved district participation and feedback needs.

Youth Exchange Committee Report Jim Ates, Chairperson

We have seven kids going overseas this year. There is one airline ticket left to book as of today. We have 12 kids coming into Michigan this summer. Nine have host families as of 4/25/11.