

THE PRIDE

News from District 18A



SERVING THE LIONS OF DISTRICT 18A

RETENTION GOAL

KEEPING THE MEMBERS WE HAVE

One of DG Scott's goals for the year is to explore ways we can keep the members we already have. What is *YOUR* club doing to meet this goal?

A SNEAK PEEK AT.....

What's Inside:



Joint Meeting

Lighthouse/Camp Joint Meeting

Join your fellow Lions at the Joint Meeting of our two leading state organizations. Details on p. 6.

DG Contest Standings

DG Contest

See if your club is ranked in the DG Contest -- go to p. 13 for a report from the Cabinet Secretary.

Club/Zone News

What's Going on in 18A?

Read about all the events and activities of clubs around the district, as well as announcements of Zone Meetings.

MERL Team

Updates from our MERL Team

18A has probably the best MERL Team in the state. Look throughout *The Pride* for updates from them and suggestions on how to make your club the best it can be.

The Pride

Lion Leslie C. Miller, Editor

Jasper Lions Club
42 Waterside Court
Ellijay, Georgia 30536
(H) 706.635.5913
(C) 770.894.7886

leslie.miller@mac.com
jasperlionleslie@yahoo.com



KICK-OFF MEETING A ROARING SUCCESS!

Despite the heat, Lions from District 18A gathered at New Victoria Baptist Church in Woodstock to kick off a new year of service. The day began with training opportunities for Presidents, Secretaries, Treasurers and Newsletter Editors. All those sessions were well attended and well received.

After a break for lunch, the business meeting convened. The meeting opened with the "G'Day Song" in honor of DG Scott's visit to Australia for DGE School. Highlights of the session include reports from zone chairs about their upcoming meetings; challenges from our MERL Team concerning increasing our membership and the number of clubs in our district, as well as retaining the members we have. Also, a new leadership development opportunity was announced that will replace the

Southeastern Lions Leadership Institute, which is now defunct. This new opportunity will take place in April at the Simpsonwood Retreat Center. More details will come soon, so keep an eye on *The Pride* and on the **district website** for more details: www.18alions.com.

To view pictures from the Kick-Off Meeting, please visit the district website, then click on "Photo Albums". If you'd like to download any of them, please click "Subscribe" near the top of the page.

Mark your calendars now for the **Fall Rally**, to be held **November 6**, hosted by the Chattanooga Valley Lions.



What's Happening in 18A



Dalton Lions

~submitted by Lion Lee Oliver

The Dalton Lions Club held their Officer Installation and New Member Induction Night on Tuesday, July 20 at the newly renovated Dalton Freight Depot. The meal was catered by Oakwood Cafe.

A highlight of the meeting was a presentation from PCC Mark Miller. He and his wife, Leslie, are from the Jasper Club, and both made the visit. PCC Mark just completed his tenure as Chairman of the Board of Directors for the Georgia Lions Lighthouse Foundation. He shared a brief history of Lions and touched on some of the activities of the Dalton Club. He spoke of the leadership that the club has provided in district, state, and international activities. His orientation was aimed a 6 new members he inducted into the club. Each of the inductees was presented a Lions vest, name badge and pin. The newest members of the club are: Fred Denblyker, Grant and Jenna Overby, Tammy Stephens, Candy Giambastiani, and Lane Newberry.

PCC Mark also installed the officers for the 2010-11 Lions year. They are: President -- PCC Paul Johnson; Secretary -- Lee Oliver; Treasurer -- Jeff McDonald; Chaplain -- Charles Langford; and Membership Chair -- Rene Oliver.

Another highlight of the evening was having Dalton Noon Lion Haynes Townsend speak to the club. Haynes is currently in his second year as as International Director. His duties and travels gave a feel for the entire scope of Lions Clubs International. One of the tidbits he gave was that we do make a difference.

The Dalton Lions Club has served for more than 70 years in Whitfield County. The plans are to continue the

motto of "We Serve" for at least another 70 more. The major activities of the club focus on sight and hearing services for those less fortunate. For more information about the club, please contact President Paul at prj18a@yahoo.com or Secretary Lee at leeoliver@kinardrealty.com. The club meets on the 1st/3rd Tuesdays of each month at the Oakwood Cafe in downtown Dalton.



L-R: ID Haynes Townsend, PCC Mark Miller, Lions Janet Johnson, Donna Townsend, and Leslie Miller



Newest members of Dalton Club, L-R: Fred Denblyker, Jenna Overby, Grant Overby, Tammy Stephens, Candy Giambastiani, Lane Newberry. Lion Lee is pictured here also (far right) for sponsoring 5 of these new members!



ID Haynes and PCC Mark are pictured here with Secretary Lee Oliver and President Paul Johnson.

Dalton Lions Club's \$10,000 Giveaway



Steak Dinner
Saturday, November 20, 2010
North Georgia Fairgrounds

Tickets: \$100 each
Each ticket holder will receive two steak dinners, catered by Outback Steakhouse in Dalton.

Watch future issues of *The Pride* for more details!

West Cobb Lions

~submitted by Lion Betty Dean

Once again, members of the West Cobb Lions Club have opened their hearts and their pocketbooks to help children with few resources have the supplies they need to begin school with the necessary materials.

Members generously donated sacks of crayons, paper, colored pencils, etc., bringing their donations to the July 19th club meeting. Chair Betty Dean (pictured here)

purchased an additional \$247 worth of supplies to finish up the class lists of Compton

and Powder Springs Elementary. Lions Betty and Lester delivered the supplies to the schools August 3, just in time for the start of school. Both schools were appreciative of the extra help given by our club.



CLUB AND DISTRICT NEWS

Lions Day with the **ATLANTA BRAVES**

Saturday, October 2

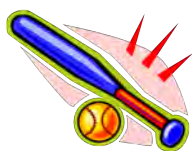
Tickets are \$15 each
Game time is 7:10pm

Bobby Cox Appreciation Day
*Tailgating will be in the Blue Lot beginning
at 4:00pm.*

For tickets or more information,
please contact:

Lion Jeffrey Hammen
hammenj@bellsouth.net

770.992.6382
770.856.2595



Atlanta Metro Lions

Fabulous Food Extravaganza

Sunday, October 31, 2010
3:00-5:00

Adamsville Recreation Center
3201 Martin Luther King, Jr. Dr.

Tickets:

\$20 for adults, \$10 for
children

**Contact any Atlanta
Metro Lion for tickets**



Chickamauga Lions Club **CASH GIVEAWAY!**

\$10,000 Grand Prize

\$1000 2nd Place Prize
\$1000 3rd Place Prize



\$100 Donation

Only 300 Tickets Available

Join the Lions for the Steak Dinner and
Cash Giveaway Reverse Drawing
on

Saturday, November 6

Dinner begins at 6:00
Drawing begins at 7:30

Walker County Civic Center
10052 N. Hwy. 27 in Rock Spring

For more information, or to buy tickets,
contact Lion Grover Newman at
706.375.3202

For Lions who are attending the Fall
Rally in Flintstone that day, this would
be a great time to support the Lions of
Chickamauga, since you'll already be
in the area! Contact one of them for a
ticket today!

UPCOMING EVENTS

What's Going On....

Once you become a Lion, you instantly gain 1.5 million new friends from across the globe! No matter where you go in the world, when you meet someone who is also a Lion, you know you have something in common with them.

Get involved in Lionism outside of your community. Visit another club's meeting, activity, or fundraiser. Assist a club in your zone/region with one of its projects. Attend zone and district meetings, as well as the meetings of our leading state charities, the Lighthouse and the Camp for the Blind. There's a whole new world out there!

Watch this space for upcoming events and local, district, and state activities.

September

Joint Lighthouse/Camp Meeting

September 10-12 (Also Council of
Governors Meeting), Gwinnett
Place Marriott, 1775 Pleasant Hill
Rd., Duluth. See p. 6 for details.

USA/Canada Lions Leadership Forum

September 23-25, Milwaukee, WI
Visit usacanadalionsforum.org/
for information/registration

October

Lions Day with the Braves

October 2, Game time is 7:10 -- see notice to
the left for details

"Hearts Are Wild" Casino Night,
which was set for Saturday,
October 23, is

CANCELLED

Watch for news about a future event

November

Fall Rally

November 6, Lookout Baptist Church,
8645 Hwy. 193, Flintstone, GA
Hosted by Chattanooga Valley
Lions Club -- more details
coming soon

*Service which is rendered
without joy helps neither
the servant nor the served.
But all other pleasures
and possessions pale into
nothingness before service
which is rendered in a
spirit of joy.*
~Mohandas Gandhi



MERL is Dead -- May Its Endless Talking Rest in Peace

For over a decade, the MERL program has been the official membership-building program throughout our International Association. Each District and Multiple District appointed a MERL Team every three years. These teams, composed of a Membership Chair, Extension Chair, Retention Chair and Leadership Chair, were entrusted to solve the problem of declining membership in our Association.

Rumors started flying last year at the USA/Canada Lions Leadership Forum that the International Board wanted to do away with the MERL program and replace it with the Global Membership Team, called GMT for short. GMT was starting its second year -- where each constitutional area (like the U.S.A.) would have one major leader and regional team members to work directly with District Governors and Vice District Governors on building membership. Club leaders have most likely never heard about this program because its clear focus in our area has been on building new clubs. In fact, Douglas County, Ringgold and John's Creek are all the result of the GMT sending a club building expert to work for a few days with district leaders, canvassing an area in hopes of recruiting members for a new club. GMT has built many clubs, but retaining membership in these new clubs has been a global issue.

The MERL track record is less stellar than the GMT program's two-year efforts. I say that—and I have been on at least a District, if not the State, MERL team for over five years. One problem that the MERL program had was the perception that these four people were the sole focus of addressing and solving the membership problems. I don't know how many meetings I have been to where a district

leader (normally a Governor) has been heard saying, "We'll let the MERL team go in and save the XYZ Lions Club or build a new club". In fact, the MERL team members really had four different jobs. For example, the Leadership Chair was responsible for all leadership training in the District, and if he or she did that job, there was no time to be out starting a new clubs.

Well, the result of months of debate and study at the international level are in. GMT will replace the "MER" part of the MERL team (Membership, Extension and Retention). A new Global Leadership Team ("GLT") is now being formed that will replace the Leadership Chairs. My understanding is that a special task force will be meeting in September to nail down what these two teams will look like going forward.

My father was a prison warden and psychologist. He always kept a sign on his desk for the sake of his inmates (and yes, for my sake the few times I stood before him as a rebellious teenager). It simply said: DON'T TELL ME, SHOW ME! Well, I am the first to admit that the MERL program suffered from too much talk and grand plans that never seemed to go anywhere after the meetings were over. Although it has been criticized by many (including me), the GMT program so far is absolutely a "doing" program. It is my heartfelt desire to see GMT and GLT do a lot to help our membership issues, especially guiding our existing clubs. It is fun and rewarding to get twenty plus new folks to agree to start a new Lions Club. But it takes character, dedication, and loads of time to keep an existing club growing in service and community image.

That's right -- the only way to help build our membership is to make sure that every Lions Club, whether new or old, is deeply involved in providing quality, meaningful service in their local community.

My hope is that the GMT/GLT programs focus all of us on what should really matter to each Lion: living and breathing, locally and globally, our motto: **WE SERVE.**

*~submitted by PCC Mark Miller
MD18 Leadership Development Chair*

***Give Me Your...Huddled
Masses Yearning to Be LIONS!***



EAT MORE CHIKIN! September 25 is Lions Day at Chick-fil-A Stores in Cherokee County

The Canton and Woodstock Lions Clubs invite you to come out to the Chick-fil-A locations in Cherokee County on Saturday, September 25 to benefit the visually and hearing impaired. Visit one of the following locations and say "I Support the Lions", and these stores will donate funds to the Canton and Woodstock Clubs:

Chick-fil-A, Riverstone Parkway, *Canton*
Chick-fil-A, Hwy. 20, *Canton*
Chick-fil-A Dwarf House, Hwy. 92, *Woodstock*
Chick-fil-A, Towne Lake Pkwy., *Woodstock*

Bring a pair of old eyeglasses or sunglasses to be recycled and receive a coupon redeemable during your next visit to Chick-fil-A.

Have you chosen a White Cane Chair?

White Cane and other Lighthouse events are around the corner—here's a checklist to keep you and the Lighthouse on track:

- Submit the name and contact information for your **associate director (AD)**. The AD will serve as the liaison between your club and the Lighthouse.
- Submit the name and contact information for your **White Cane Chair**.
- Determine and submit your **2010-2011 goal for White Cane fundraising**. You do not need to meet your goal, but knowing how much you think you can raise helps us set our budget for the year.
- Ensure that the **LCIF's information** for your club is up to date. We use LCIF for everything from contact information to club size for awards.

Please send information to Lucy Zhou: via phone at 404-325-3630, via email at lzhou@lionslighthouse.org, or through post mail to the Lighthouse. Thank you!



Georgia Lions Lighthouse Foundation

Lighthouse & Grady Health Systems Partnership Makes Ear Care Accessible

Lions Lighthouse is thrilled to announce a new partnership with Grady Health Systems, our latest effort to bring hearing care to the underserved.

Dr. Carla Spyies, an audiologist at the Grady ENT clinic, has been instrumental in making the partnership a reality. Soon after joining Grady last November, she realized how partnering with the Lighthouse would help both organizations provide a better quality of service to patients in Fulton and DeKalb counties.

As a result of the partnership, Grady will revive its hearing aid program, giving patients a central location to receive hearing tests, get earmolds and fittings, and receive follow-up care. Providing a full continuum of care for our hearing clients, the relationship with Grady decreases transportation issues for clients without easy access to other provider locations.

"I'm grateful to make Lighthouse services available to my clients," says Dr. Spyies, who has volunteered with Lions Lighthouse since 2009. "When you're working with an underserved population, you're able to help someone who's really in need and hasn't been educated about their health due to having many other pressing concerns. It's extremely gratifying."



Grady Health Systems and the Lighthouse share a strong commitment to serving the poor and disenfranchised. The Lighthouse looks forward to working with Grady to ensure that our clients have access to quality hearing healthcare.

Hearing about all the work done by the Lighthouse has made this Lion very tired!



Listen Up, Georgia!

Hearing Aid Service Numbers: July 2009—July 2010

Number of Clients Served by District 2009-2010

District A: 309
 District B: 119
 District C: 140
 District D: 112
 District E: 163
 District F: 143

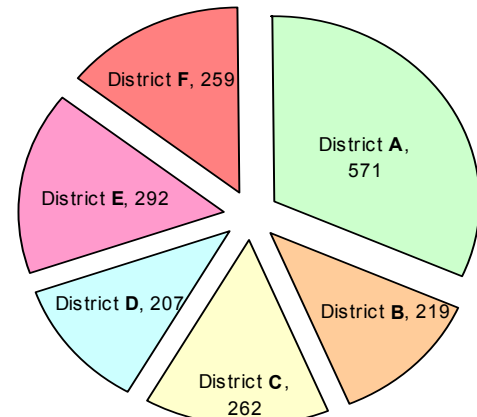
TOTAL: 986

July 2010

District A: 20
 District B: 8
 District C: 10
 District D: 11
 District E: 13
 District F: 7

TOTAL: 69

Total Hearing Aids Distributed: 1810



Hearing Aids Distributed by District 2009-2010

Joint Lighthouse/Camp Meeting Coming Soon!

Remember to mark your calendars for the September Lighthouse Foundation and Camp for the Blind Joint Meeting, which will be held September 10-12 in Duluth at the Gwinnett Place Marriott. Highlights of the weekend will include:

- Information on our state projects
- Banquet with a 50s/60s theme, featuring oldies music, hula hooping contest, and food "just like Mom made"
- A chance to fellowship with other Lions from around the state!

Dust off your poodle skirt, letter jacket, and saddle oxfords and make reservations with Council Chair Grace Clower by **September 1**. You may contact her at 770.972.9989 or graceclower@bellsouth.net.

The activities and meetings will take place at the Atlanta Marriott Gwinnett Place, 1775 Pleasant Hill Road, Duluth, Ga 30096. The rate is \$89/night. Please call 770.923.1775 for reservations -- and mention the Georgia Lions Lighthouse Foundation to receive that room rate.



Get Ready to
Rock Around the
Clock!



To download the full meeting brochure and schedule, click on the link below, or cut and paste it in your browser window:

<http://www.lionslighthouse.org/files/emailphotos/September%20Meeting%20Brochure-2010.pdf>

We Serve -- Together

Planning to attend the 2011 State Convention?

Our guests for the weekend will be

**International President Sid Scruggs
and his wife, Judy**

Here are some details about the weekend:

Where: Atlanta Marriott Gwinnett Place
1775 Pleasant Hill Road
Duluth, GA

When: June 10-12, 2011

For more details and a registration form,
please click the link below, or cut and
paste it into your browser window:

[www.galions.org/convention/
2011ConRegisLtr.pdf](http://www.galions.org/convention/2011ConRegisLtr.pdf)

Zone Chair Leon Ellis Announces First Meeting for North Region, Zone 4

If you are a Lion in **Boynton, Chattanooga Valley, Chickamauga, Ringgold, or Rossville**, your zone chair, Lion Leon Ellis, has announced that plans are underway for your first zone meeting. It will be held on Saturday, September 18, beginning at 4:00pm. It will be held at his house, down by the fish pond. There is an enclosed building with a large pavilion next to it with plenty of parking. The cost for the meal will be \$5.00 -- they'll be serving hot dogs with all the trimmings. (Note from your editor: A few years ago, I was invited to a zone meeting at Lion Leon's house - it was the best zone meeting I've ever been to! You'll really be missing out on a fun time if you don't come!)

Directions to Lion Leon's house: Take Exit #350 off I-75, then go west. Go to the red light at the Shell Station at Hwy. 193. Turn left (south) on Hwy. 193 and go 5 miles. There will be signs where to turn toward the fish pond, which will be on your right. Please call Lion Leon at 706.931.2551, or contact him via email at Le7918@aol.com if you need more information.

A Message from Camp for the Blind President Lion Frank Spinney

Dear Friends of the Camp,

Another Camping Season has come and gone. Maybe that is so maybe it is not. The Campers are gone that is for sure. We just had one of the best Camping



Seasons in a long time and challenged the Campers to do more than ever before. With the Wall and our new Low Ropes Course added to the programming, our

Campers are learning what it is like to trust in others and even more so to trust in themselves.

Just as we did last year, again this year we had a 40% increase in Campers over the previous year's Camping Season. That is a great story to tell, and we are very excited about this accomplishment. But that is where the Camping Season is

maybe not over. We are still picking up the tab for that great Season. Lions always ask me, "What does it cost to send a Camper to our Camp for a week?" To me the answer is very simple: Divide our Annual Budget by the Number of Campers and that is your answer. Everything we do at the Camp is affiliated with having a great camping season, so all costs are expensed to that end. So the Cost per Camper is easy to determine in my mind: Budget for Camp \$307,700 ÷ 140 campers = \$2,192/camper.

I shared that with you because once again we did not make budget from a revenue stance. I thank Kristen, her team, and the Executive Committee for being frugal and not spending to budget as well. We cut corners where we could and even with some unexpected costs (dorm fire alarm system, girls' dorm air conditioner, etc...), we still did a great job of managing the Camp and our funds. However, we have had to borrow \$50,000.00 from the Trust Fund in order to complete the Camping Season and pay

the bills for July and August. So we are doing what is right in making our Camp better and better; the camper numbers reflect that. "On the Flip Side", we are "Ripe for Change" for getting our finances in order as well. We have some work to do...

We start the work now to have a great Camping Season next year. Please join the Staff of your Camp, the Board of Directors and I as we meet for the Joint Meeting of the Georgia Lions Camp for the Blind and the Georgia Lion Lighthouse in Duluth, GA the weekend of September 10-12, 2010. We are going to celebrate the successes of both organizations and start the work for another great year of service. I look forward to seeing you there!

As always – Thank you for all you do for our Camp and those "We Serve". I'll see you in Duluth for the Joint Meeting.

Take Care and God Bless!



Past President of the Camp Lion Ed Ressler is pictured here with Don Quinton, Vice Chairman of the Operation RoundUp Board. In July, the Camp received a portion of the more than \$22,000 raised from that program.

CAMP RECEIVES FUNDS FROM AMICALOLA EMC

In 1999, Amicalola EMC made a decision that would benefit the communities served by the cooperative for years to come. That decision was to participate in the Operation Roundup® program. By asking members of the cooperative to "round up" their power bills to the next dollar amount, Amicalola EMC has been able to donate over \$1.3 million to individuals and charitable organizations right here at home.

In July, over \$22,000 was donated to area families and organizations. One grateful recipient described it as "pennies from heaven". Individuals received funds for shelter, clothing, medical expenses and dental expenses. Organizations which received donations were Appalachian Lifeline Center, CARES, Choose Life/Safe Choice, Collaborations for Resiliency, **GA Lions Camp for the Blind**, Good Samaritan Health & Wellness Center, Hope House, Long Branch Elementary School, No One Alone, Young at Heart Alzheimer's, and The Isaiah House.

For just pennies a month, pocket change that won't be missed, members of Amicalola EMC are making their community a better place to live. Please call 706-253-5200 for information on how to turn your pocket change into "pennies from heaven".

"IN THE ZONE" -- MORE MEETING ANNOUNCEMENTS

**South Region, Zone 1
Jerry Lockett, Chair**

If you are a member of **Alpharetta, Atlanta Latino, Canton, John's Creek, Roswell, or Woodstock**, you have your first zone meeting on Thursday, September 9, hosted by the Woodstock Club. The meeting will begin at 7:00pm at the New Victoria Baptist Church, 6659 Bells Ferry Rd, at the intersection of Bells Ferry and Towne Lake Pkwy. (This is the same location as Lions University and the most recent Cabinet Meeting).

The purpose of this meeting is for the Lions in these clubs to get to know each other, as well as share successes, discuss membership and retention issues, and status reports about their clubs.

A light meal will be provided for \$5.00. Please contact Zone Chair Lion Jerry Lockett with the estimated number from your club who will be attending by September 7. He may be reached at 770.517.0766 or luck64@bellsouth.net.



**South Region, Zone 3
Willie Alexander**

Atlanta Metro will play host to the meeting for South Region, Zone 3 on Thursday, October 7, 6:00pm, at the Piccadilly Cafeteria in the Greenbriar Mall. The mall is located at 2841 Greenbriar Pkwy. SW, Atlanta. All attendees will go through the line at the cafeteria, then pay for the meal as you go.

The clubs in this zone are **Atlanta Buckhead, Atlanta Hellenic, Atlanta Korean, Atlanta Metro, and Hapeville.**

For more information, please contact Zone Chair Willie Alexander at (H)770.987.5543 OR (C)770.365.4326. You may also email him at willie.alexander@comcast.net.

**South Region, Zone 2
Patty White, Chair**

Lions in **Atlanta, Buckhead Breakfast, Marietta, Sandy Springs, and South Cobb**: Mark your calendars for your first Zone Meeting, hosted

by the Marietta Club. It will be held Thursday, September 9, 7:00pm, at the Marietta



Conference Center. The Conference Center is located at 500 Powder Springs Street in Marietta. The cost for the meal is \$17.80. PDG Jane Price will be providing the program for the evening.

Please RSVP to Lion Patty by Monday night, September 6. They have to confirm a number to the Conference Center by Tuesday, September 7 (you can also RSVP to Lion Patty early Tuesday morning). You may contact Lion Patty at 770.973.1114 or dapat@bellsouth.net.

Who Are Lions?

Lions meet the needs of local communities and the world. Our 1.35 million members in 206 countries and geographical areas are different in many ways, but we share a core belief -- community is what we make it.

Families in Mexico. Military veterans in Minnesota. Wildfire victims in Australia. Flood relief in Pakistan. Because we're an international organization, Lions are ready to serve anywhere we're needed. And because we're the world's largest service club, there's never a shortage of Lions willing to help.



“Teach this triple truth to all: A generous heart, kind speech, and a life of service and compassion are the things which renew humanity.”

-Buddha

Thoughts on Retention

Can We Keep a Member for Life?

Each time we recruit a new member we hope it will be a lifetime commitment to the club and to the many services that we provide. What causes this transformation? How do we turn new members into active members and how do we keep long term members interested, energetic and committed?



Members join any club with a general idea of what the club does and with some general expectations of what they would like to do. Many of our expectations change over time. Understanding what members are looking for at different time periods of membership could possibly help us tailor programs that will keep our members motivated and dedicated.

Commitment Stages

Stage 1: Pre-Membership – Retention really begins during recruitment. The main focus at this time should be to inform the prospect of the benefits of membership and outline how the structure of the club will help them contribute to their community. At this period, the prospective member may have had little personal contact with Lions. Because of this, public relations and club marketing play a major role in their perception of the club. Individuals must have a clear and honest understanding of the

purpose of the club and perceive it as effective, approachable and worth investigating.

Stage 2: New Members (1-3 months) – Once the prospective member has joined the club, the focus switches to the training of the new member and getting them involved in club activities. New members should become involved immediately so that they see the benefits of participating.

Stage 3: First Involvement (10-12 months) – Focus on building the members confidence and ensuring that their first experience is rewarding and satisfying. This first experience is very important because they have not invested enough time to be bound to a long term commitment, so it is very easy for them to walk away.

Stage 4: Continued Motivation (1-3 years) – They have become an active member of the club and are ready to take on new projects and expand their involvement into additional responsibilities. However, as before, they must feel confident they can fulfill the requirement successfully.

Stage 5: Long Term Commitment (more than 3 years) – They have made Lions clubs part of their lifestyle but need to avoid the “been there, done that attitude. To maintain their enthusiasm they should be encouraged to take on new challenges of advanced responsibilities and be recognized for their continued dedication.

*~submitted by
PDG Kenneth E. Moore, Jr.
District 18A Retention Chair*

OFFICIAL VISITS, ETC.

Where's DG Scott?



To schedule DG Scott to come to your club for his Official Visit, please email him at pres701@yahoo.com or Lion Nanette at nkoschin@yahoo.com.

September

2 Kennesaw/Acworth OV
7 N. Reg., Zn. 3 Mtg., Cartersville
9 Chickamauga OV
10-12 Council of Governors/
Lighthouse/Camp
Meetings, Marriott
14 East Cobb OV
18 N. Reg., Zn. 4 Mtg., High Point
20 Roswell OV
23-25 USA/Canada Forum,
Milwaukee, WI
27 Snellville Lions Golf Tournament

October

4 West Cobb OV
5 Sandy Springs OV
19 S. Reg., Zn. 4 Mtg., Gilbert Gardens
26 Woodstock OV
28 Alpharetta OV

November

1 South Cobb OV
6 Fall Rally, Flintstone
7 Atlanta Latino OV
11 S. Reg., Zn. 2 Mtg.
12-13 18D Fall Rally, Gainesville
20 Council of Governors Meeting,
Warner Robins

**OV = Official Visit



District Membership Initiative

Georgia Pride Building Team



Our International President's theme for this year is "A Beacon of Hope" and his focal point is SERVICE.



Our greatest asset are our clubs and members. Strong clubs with active members are able to perform

fantastic deeds. They provide a nucleus for us to perform services for our community, foster fellowship among us, and make us known as the service organization of choice. To achieve this, however, we must continually add to our membership.

Last year, our District added 206 new members -- good for you! But we lost 226. So we have some work to do in the coming year to strengthen our membership base with good, strong people wanting to serve.

The district's membership team is composed of the Membership Chair, the District Governor, the 1st Vice District Governor, the 2nd Vice District Governor, and rest of the MERL team and the Zone chairs. These dedicated Lions are

here for you to help you strengthen your clubs' membership. They cannot recruit new Lions for you, but they can support you, encourage you, and give you ideas for doing so.

There are many techniques for recruiting, the primary one to encourage your members to ask friends to visit a club meeting and see what the club is doing. When having guests at meetings, it is extremely important that the meeting is run well, interesting and has an air of enthusiasm. Another idea is to identify an unmet community need around which your club can initiate a new service project. This will broaden your club's exposure in the community with others who may not know what a Lions Club does. These are just two of many ideas that can be explored, depending on your club's situation.

District Governor Scott would like for us to recruit **180** new members this year or increase each club's membership by 20%. This is certainly an attainable goal for such a strong Lions district!

*~submitted by PDG Jane T. Price
District 18A Membership Chair*

As Extension Chair, I have asked for, and DG Scott has given me the job of heading up the Building Team effort in the District. I think that we believe working with struggling clubs is a Retention effort, and it may well be, but if you think about it you may see that to rebuild a club is very close to extending a new club. Getting new members and getting them involved is the same. Guiding Lion involvement is in each case mandatory. Retention requires an evaluation of the existing club to see the places where it is failing so it can be corrected. This is key to a Building Team also, so you can see that all are involved.

I have asked that the Extension Team comprised of PDG Grover Newman, PDG Kenneth Moore, Lion Kathy Carlson, Lion Pauline Finch and Lion Charlie Andrews to work with me on the Georgia Pride Building Team. Their job will be to identify clubs that need help, and then after those clubs have asked for help, to do an evaluation to help define the areas which are causing them to struggle.

I know that because of pride, many clubs refuse to believe that they are struggling and need help. Don't let false pride keep your club from doing all it can do in your community. LCI says that any club under 20 in membership is a struggling club. I don't necessarily agree with that, but it is a starting place for clubs to look at in trying to see if they need help or not. A self-evaluation can go a long way in helping a club get back on the right track. If you have doubts, give me a call and let's talk about it. 706.273.4109 or

broach@ellijay.com.

*~submitted by PDG Berry Broach
District 18A Extension Chair*

Information at Your Fingertips: It's Only a Click Away

Lions were worldwide community long before there was a World Wide Web. Now, it's easier than ever to connect with resources to help you and your club stay informed -- anywhere there's an Internet connection.



Hopefully, your club has its own website, or has plans to create one. When outside organizations or individuals are looking for information about the resources available to them in their communities, they often turn to the Internet to search for other groups that can help meet their needs. If your club has a website, that will make it easier than ever for them to get in contact with your local club for assistance. You might get a new member or two as well!

Another resource is your district website. On there you will find links to our state charities, information about our upcoming

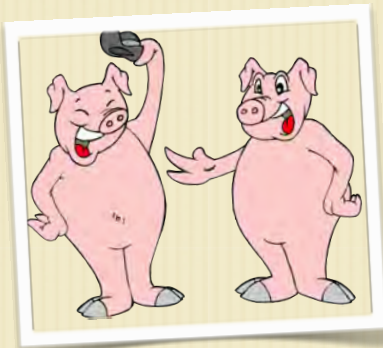
a link to it from the district site. This website will be updated frequently, so be sure to check back often for the latest news here in 18A.

Another helpful site is that of the Lions of Georgia. The address is www.galions.org. There you will find the State Directory, information about the State Awards program, and a listing of officers not only in our district, but across the state as well.

Please utilize the Lions International site too - its address is www.lionsclubs.org. There is a wealth of information there about the impact of our organization across the globe. You can also access the club supplies store, logos and artwork, and messages from the International President.

Since it is not feasible to include everything in a newsletter that comes out only once a month, please utilize the district website, as well as any of these other sites, to help stay informed. It's easier than you think! Happy Clicking!!!

So that you can keep up with the activities and events in 18A...



**There are 2 cowboys in the kitchen.
Which one is the real cowboy?**
The one on the range.

Where do you find a one legged dog?
Right where you left it.

A horse goes into a bar and the bartender says, "Hey buddy, why the long face?"

SOMETHING TO TICKLE YOUR FUNNY BONE....



"Wake up. The cat's got your teeth."



LEO Fall Gathering



Important Message from the District Governor

As prescribed by the MD18 Leo Constitution and By-Laws, the MD18 LEO Council is meeting in conjunction with the Joint Camp and Lighthouse Fall Meetings. All Georgia LEOs are encouraged



encouraged

to attend what promises to be an informative and fun-filled weekend!

Saturday, September 11-

12:00- Meet at the Marriott Hotel for Orientation

1:00-5:00- Attend Camp and/or Lighthouse committee meetings of your choice. Each LEO club is recommended to have at least one representative at each meeting so they can report the meeting's content back to their clubs.

5:30-Presentation from the Lighthouse, Service Project Supper -- Each LEO should bring \$5 to help pay for their meal. We will be sorting and recycling eyeglasses for the Lighthouse. These will be sent around the world to restore vision for people. The Lighthouse sends an average of 100,000 pairs each year!

Sunday, September 12-

8:00a.m- MD18 LEO Council meeting at the Marriott.

Note: The main item of business

is the LEO Gathering but there are other items. Please make sure to have a representative of your LEO Club there. The goal is to be finished by the 10:30 meeting.

10:30 a.m- Joint Session and Committee reports from Camp and Lighthouse

Note: Our own CJ Jackson will receive his LEO of the Year during this meeting.

12:00 p.m.-Adjourn until spring Gathering

Lunch Saturday and Breakfast Sunday will be "on your own."

****ACCOMMODATIONS****

(Make sure to tell them you're with the Lions of Georgia to get this rate!)

Group Rates are available at:
Atlanta Marriott Gwinnett Place
1775 Pleasant Hill Road
Duluth, GA 30096
Phone: 770.923.1775
Hotel Price: \$89/night.

Directions:

From North or South:
Follow I-85 to Exit 104 for Pleasant Hill Road.
Turn right at Pleasant Hill Road NW.

Hotel will be on the right.

HOPE TO SEE YOU THERE!

*~submitted by Lion Steve Helwig
MD18 LEO Chair*

Lions Club Presidents & Secretaries,

As you may or may not know, one of my duties as District Governor is to make an "Official Visit" to each club in the district during this Lions year. I would like to have all my official visits completed by January 31, 2011. My calendar is fairly wide open through January and I would like to come to your club at your convenience. Please contact me at 404-202-9280 or pres701@yahoo.com to schedule my visit to your club. After **September 15**, I will make up my own schedule as to when I will visit your club unless you have already contacted me to schedule a date.

If I have already visited your club, or you have scheduled a date to visit, you may disregard this message.

*Yours in Lionism,
Scott Warren
District Governor 18A*

From Your VDG.....

2nd VDG Thurmon Morris visited Southeastern Guide Dogs in August



18A Well Represented at the International Level

As most of you know, for the past year **Lion Haynes Townsend** has been serving as a Director on the International Board. He was elected to serve a two-year term on the Board at the International Convention in Minneapolis in July 2009.



He and his wife, Lion Donna, have been traveling around the US visiting districts just like ours, representing our Association.

What you probably don't know is that ID Haynes is serving as Chair of the Constitution and By-Laws Committee within the International Board. He and his committee are charged with studying the current documents and recommending changes that affect Lions all over world. Those changes will be voted on at the International Convention in Seattle in 2011.

Another thing you probably don't know is that ID Haynes is also serving on the Executive Committee. That committee is made of the Executive Officers of our Association -- International President Sid Scruggs, 1st Vice President Dr. Wing-Kun Tam, and 2nd Vice President Wayne Madden. Each year, one second-year director is selected to serve on this committee, and our own Lion Haynes was selected to serve by President Sid.

Both of these appointments are quite an honor, and 18A is proud that one of our own is serving in those positions.

The mission of the USA/Canada Lions Leadership Forum has always been to develop leaders, motivate and educate attendees, provide an open exchange of ideas, and support programs and goals of Lions Clubs International.



Another Lion in 18A has recently been selected to serve on the Planning Committee for the 2011 USA/Canada Lions Leadership Forum, to be held in Anchorage, Alaska.

PCC Mark Miller has been a presenter at the last 4 Forums, and has now been charged with organizing the opening and closing ceremonies at the Alaska Forum. He and Lion Leslie will attend the first planning meeting in Anchorage in October.

In addition to that, PCC Mark was recently selected to serve on the faculty of the Senior Lions Leadership Institute. This seminar used to be held in conjunction with the USA/Canada Forum, and is very similar in scope to the Southeastern Lions Leadership Institute that many Lions in Georgia have attended. This year's Institute will be held in Albuquerque, NM in November.

As you can see, 18A has quite a presence on the International scene. We are very proud of these Lions and their service as they represent us to the Lions around the nation and around the world.



The District Governor's Contest

District Governor Scott and Cabinet Secretary Jody have announced the top clubs in each of the categories in the District Governor's Contest. In the large club category (>25 members), listed **alphabetically**, the top three clubs are:

**Alpharetta
Jasper
Rome**

At this time, the only club entered in the small club category (<25 members) is **West Cobb**.

In order for your club to be entered into the District Governor's Contest, the Contest Reporting Form must be filled out and submitted at the end of each month. At Lions University, and again at a training session at the Kick-Off Meeting, this reporting form was discussed in detail, so there are a lot of Lions out there who can assist you.

The contest began May 1, so on your next report, include anything that you haven't already reported since that time. Please include any of the back-up material and/or explanations where applicable/required.

For a copy of the DG Contest Reporting Form, please click on the link below, or cut and paste it into your browser window:

www.18alions.com/Site/DG_Contest.html

If you have any questions, please contact Cabinet Secretary Jody Napolitano at jodynep@bellsouth.net.



A Word from the District Governor



What a successful cabinet meeting we had on August 7th! We had a great turnout and a lot of fun and fellowship. I would



like to thank our hosts for the meeting, my home club, the Woodstock Lions

Club, who were most supportive and accommodating. An extra "Thank You" goes out to Bill Black from Woodstock, who arranged for the delicious lunch we enjoyed after our morning training sessions. I also appreciated the time and effort extended by our district leaders in teaching the sessions for Club Presidents, Club Treasurers, Club Secretaries, and Newsletter Editors. I am sure this additional training was very helpful to those able to attend, and that the District Governor's Contest is now easier to understand. I am really excited about the contest, and hope that the participation will be 100%. If you are uncertain about anything or have questions, please contact me or Cabinet Secretary Jody Napolitano.

We heard from the Zone Chairs and members of the 18A MERL Team. They are excited to be working with the clubs to help them attain their goals, increase and retain membership, while at

the same time developing new leaders not only at the club level, but at the district level as well. Give them a call -- they have a "game plan", and are armed and ready to help in any way they can.

From July 1 to August 22, our district had a net gain of 11 members. We have 28 new members who are eager and ready to serve. Thank You, District 18A! The other side of that coin is that , we dropped 17 -- but we still have a net gain.

Alpharetta added 8 new members, **Jasper** had 4, **Chattanooga Valley** had 3, and **Chatsworth, Dalton, Douglas County, Ellijay, Paulding County, and Woodstock** all had added one new member each. This is a GREAT start, so keep up the good work. REMEMBER -- all we have to do is ASK!!!

My calendar is beginning to fill up with Official Visits, Zone Meetings and other district/state events. If your club has not scheduled its Official Visit, please contact the District Public Relations Chair, **Lion Nanette Warren** at nkoschin@yahoo.com, or call her at **678.234.0453** to schedule one as soon as possible. Also, if your club is sponsoring a fund-raising event, having a special meeting, or doing a service project, let me know. I'd love to be there to support you and the service you are providing for the

district.

There are four Zone Meetings scheduled already for the month of September.

Please make every effort to attend the meetings in your zone, and keep in mind that you are welcome at the meetings of any of the other zones too. Show support for the Zone Chairs, and find out what all the other clubs are doing. This is a great way to get good ideas and maybe even partner with a neighboring club on a service project needing extra manpower. What wonderful fellowship and fun this can be! Our Zone Chairs are doing a GREAT job, but they need the support of all the clubs to be successful. Please make every effort to be there for them and the other clubs in your area.

August is the month that International President Sid Scruggs has asked that all clubs do a project " Engaging Our Youth". This is a perfect way to introduce the Peace Poster Contest and work with our LEOs to SERVE. Don't forget to report these activities on your August reports.

Until next time.....

*Yours in Lionism
DG Scott*

