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LIONS

District 13-C

Visit Us on the Web at: www.lionsdistrict13c.org

Volume 4

BULLETIN

October 2007



District Governor

Lion Maggie Dellmore (Lion Ray)
763 Woodstock Road
Eastlake, OH 44095
Home: (440) 942-2816
E-mail: HMuggs08@hotmail.com

Vice District Governor

Lion Dona Klages (Lion Jim)
27621 Chagrin Blvd. #125
Woodmere, OH 44122
Home: (216)-299-2813
E-mail: Jdklages@yahoo.com

Immediate Past District Governor

Lion Ken Marshall (Carol)
1830 East Boston Road
Broadview Heights, OH 44147
Home: (440) 526-4289
E-mail: Hkdm5@cox.net

Cabinet Secretary

Lion Mary Chentnik (JOE0)
4800 Trails End Court
Westlake, OH 44145
Home: (440) 899-7586
Cell: (216) 533-5474
Work: (216) 687-4014
Email:
HMchentnik@gracehospital.org

Cabinet Treasurer

Lion Ken Marshall (Carol)
1830 East Boston Road
Broadview Heights, OH 44147
Home: (440) 526-4289
E-mail: Hkdm5@cox.net

Bulletin Editor

Lion Dick Abrams (Lion Pam)
4430 Sir Robert Avenue
North Royalton, OH 44133
Home: (440) 582-0709
E-mail: Hrlabrams@sbcglobal.net

Editor's Note

Your Editor would like to apologize to a very hard-working Lion. Mary Chentnik is the Cabinet Secretary, as well as Zone 4 Chair and Secretary of the Cleveland Host Lions Club. The sidebar has been corrected. Also, Broadview Heights Lions Club was the Host of Lion Mary's first Zone Meeting. Mea Culpa!

District Governor's Report (Maggie's Corner)

Hello Fellow Lions.

It is hard to believe that it is October already. Just think two and one-half months and it will be January 2008, in six months we will be having fun at the Convention. I hope you have marked you calendars and plan to attend at least one day. My Committee has had a meeting and plans are progressing.

Lion Ray and I have been having fun attending Club Fund Raisers, visiting Clubs and Zone Meetings, even Apache got to go to a Zone Meeting. When he is around he gets all of the attention and loves every minute of it.

Keep in mind our membership goals are **one hundred** new

members this year. Secretaries, be punctual with your monthly reports to International and our Cabinet Secretary, Lion Mary have an up to date count.

I do not have much news this month, so I am going to remind you of some very important items. Some of this is for your Club Officers, but it does not hurt for everyone to have the information.

(1) Get your new Club Officers for the 2008-2009 Lions year in a timely manner.

(2) Club Secretaries, complete and forward you PU-101's on or before May 1, 2008. The upcoming Governor needs this information so the Directory can get to the printer and be ready for distribution in late July or early August.

(3) Keep the Cabinet Secretary informed of any deaths in your Club so they can be properly recognized at the Necrology Service during the Convention.

(4) Encourage your new members to attend the Convention and get to meet members from other Clubs. Encourage them, but do not expect them to come alone, their sponsor or another Club

member should come with them.

(5) Let Lion Dan Lester know of your Club's special events so he can post them on the District Web Page.

(6) When recruiting new members, remember the family plan. We will be attending the Fall Conference in early November along with the Council of Governor's meeting. I am sure I will have a lot of information to pass along in our next bulletin.

Have a safe and enjoyable Halloween.

Lion Maggie
District Governor

Vice Governor's Report Lion Dona Klage

Words For Thought

**“ Let's put that one on the back burner for now -----
-“**

How many times have you heard that at one of your club meetings? I know that in the last 13 years that I have been a Lion I've heard it at least a time or two or three or four.....

The time is now for us as a club and a District to grow. I don't know what you're afraid of growing is not bad. Plants, animals, trees and children do it all the time. If they didn't, our world would be extinct. Let's not let our clubs become extinct.

The MERL Team is here to help your club grow. We can work

with you to organize a Community Friendship Day or a Membership Drive Dinner. There are several ways to increase your membership. Let's us help you.

THANK YOU FOR ALL THAT YOU DO

VDG *Lion Dona*

Letter from the Lions International President

Dear Club Officers,

Did you know that the future of Lions Clubs International is in your hands?

In my presidential program for this year I laid out what I think are vital changes to be made in our association:

- “Re-brand Lions Clubs International
- Extend membership with greater attention to diversity in age and gender.
- Use leadership techniques appropriate for the 21st century.

But change doesn't happen when executive officers make plans or when the international board of directors passes a resolution. Change's in a club's dynamic, attitude and service projects doesn't happen at International Headquarters.

Change only happens when Lions Clubs – led by dedicated, forward-thinking club officers – take a close look at what works and what doesn't work and plan their futures accordingly.

http://www.lionsclubs.org/EN/content/resources_learning_center.shtml

I urge all of you during your year as a Lion leader to examine closely and with brutal honesty, the practices and policies of your club.

As you do, please give special consideration to these areas where tradition is often followed solely for tradition's sake:

Club Meetings – Are your club's meetings short enough to respect your members' time while also being efficient enough to conduct all necessary business? Are they interesting and engaging for your members?

<http://www.lionsclubs.org/EN/content/pdfs/prc3.pdf>

Is your schedule flexible? The day is long past when a Lions Club should derive its main identity from the time of day at which it meets.

Feedback from your members is important. Are they bored? Do they wish to bring family members to meetings? Find out and then embrace the change necessary to truly serve your members.

Networking – It is and always shall be an important tenet of Lions ethics that membership in a Lions Club must not be used for personal gain or professional profit. Meetings and club events should never be used for personal aggrandizement or to promote a business. However, this basic principle should not

be interpreted so strictly as to prevent social and professional networking.

http://www.lionsclubs.org/EN/content/lions_mem_object.shtml

As Lions, we strive to bring the most effective and involved individuals into our clubs to serve our communities. It is a simple fact that in the 21st century, the most effective and influential individuals in our communities got that way through networking. When these vital and successful people join our clubs they bring their contacts and resources with them. When members network among themselves and with those outside the club, Lions Clubs will be able to leverage these networks to do more and to do things more effectively in the “We Serve” spirit. The result will be better service to the communities about which we care so deeply.

Fun – Are your members having fun? Service, of course, is the highest ideal of Lions Clubs International, but service should be a joyful experience for all involved. Those who give of themselves with a glad heart will be better received – and will give more – than those who give out of a grim sense of duty.

<http://www.lionsclubs.org/EN/content/pdfs/prc4.pdf>

Many clubs are taking bold steps to enhance the cohesiveness of the club and build camaraderie among members. This may mean conducting meetings informally as part of a back-yard picnic or taking “field trips” to local

cultural and civic events. I know of one club that has even increased attendance at meetings by introducing “karaoke night” after business has been concluded! However your club chooses to do it, please remember that fun and service are not incompatible. Each enhances the other.

When you ask yourselves these important questions and make the appropriate changes, I truly believe that your club will be fulfilling its highest potential for service. And isn’t that why you became a Lion?

As always, I thank you for your service and look forward to hearing about your successes.

Sincerely,
Mahendra Amarasuriya
President, International
Association of Lions Clubs

PS. Below are some additional items of interest:

CSFII Update

The Year of CSFII—Vol. 3, No. 2:

http://www.lions-csfii.org/live/content/pdfs/club_news_v3_i2_en.pdf

Be “Progressive” for Sight

During “The Year of CSFII,” Lions can achieve President Amarasuriya’s 2007-2008 Challenge of 350,000 MJFs worldwide while saving sight. Like an MJF, a Progressive MJF has the power to *save 166 individuals from blindness and costs only US\$.91 per day* over three years. Download a form by clicking here.

<http://www.lionsclubs.org/EN/content/pdfs/lcif42m.pdf>

Club Challenge: There are nearly 2,350 Model Clubs to date—does your club have what it takes to be a [Model Club or Progressive Model Club](#)? Your club can save sight and help Lions reach 3,000 CSFII Model Clubs worldwide by June 2008!

CSFII by the Numbers

- Less than 265 days remain to surpass our US\$150 million minimum goal
- More than US\$114 million officially recorded
- 2,346 Model Clubs ensuring our success

LCI Web site links with additional information:

http://www.lionsclubs.org/EN/content/resources_learning_center.shtml

http://www.lionsclubs.org/EN/content/programs_mem_hctb_clubmanagement.shtml

http://www.lionsclubs.org/EN/content/lions_mem_object.shtml

<http://www.lionsclubs.org/EN/content/pdfs/prc3.pdf>

http://www.lionsclubs.org/EN/content/programs_mem_retention.shtml

<http://www.lionsclubs.org/EN/content/pdfs/prc4.pdf>

http://www.lions-csfii.org/live/content/pdfs/club_news_v3_i2_en.pdf

http://www.lions-csfii.org/live/content/pdfs/club_news_v3_i2_en.pdf

<http://www.lionsclubs.org/EN/content/pdfs/lcif42m.pdf>

http://www.lions-csfii.org/live/content/pdfs/model_club_form_r.pdf

FINANCIAL INFORMATION FOR CLUBS

FUNDING MECHANISMS FOR CLUB ADMINISTRATION EXPENSES

Lions Clubs normally encounter two types of expenses:

- a. Administrative expenses.
- b. Program expenses.

Administrative Expenses are the normal, day-to-day operating expenses of the Club. These include postage, Xeroxing, dues paid to the State or International, fees for members attending conventions and other meetings, guest speakers meals, etc. Per LCI and IRS rules,¹ administrative expenses can only be paid from funds generated from its members through internal activities. This includes member dues, 50/50 raffles, tail twisting, etc. Funds raised from the general public can never be used for administrative expenses.

Program Expenses are the costs associated with a Lions Club performing service activities (also called “program activities”). Program Expenses may be paid with funds raised from the general public, or at the Clubs discretion, Administrative Funds.

Many Lions Clubs experience difficulty raising enough money to pay their Administrative Expenses. Because of this they often resort to “taxing” their members with additional dues or various types of fees. What is discussed in the remainder of this document is what might be termed “non-traditional” ways for a Lions Club to fund its Administrative Expenses.

EVERYTHING DISCUSSED BELOW IS BOTH LEGAL AND ETHICAL AND IS FULLY APPROVED BY BOTH THE IRS AND LIONS CLUBS INTERNATIONAL.

Aside from the methods mentioned above, there are many possible ways for a Club to generate money for Administrative Expenses. Some of them are listed below.

1. Club members may perform work such as parking cars, painting buildings, cleaning athletic fields, etc., with the club being paid for the work.
1. Reverse raffles where the only attendees are the members and their spouses.
2. Spouse-Night dinners, where an extra charge is “tacked-on” for the Administrative Fund.
3. Gifts given to a Club by its members or their spouses.
4. The opportunities are limited only by your imagination.

If these possibilities are still not sufficient to fund your

Administrative Expenses, read on.

To begin, a key factor that must be understood is the difference between Gross and Net Revenues. When a Lions Club runs a fund raiser, every dollar it receives from the public is part of the Gross Revenue (including monies from club members who participate in the event). Of course fund raisers also normally have expenses. Every dollar a Club spends to run a fund raiser can be deducted from the Gross Revenue or Proceeds. What is left is the Net Revenue. Per IRS and LCI rules, it is the Net Revenue that must be spent on the Program activities of the Club, not the Gross Revenue or Proceeds.

It is important that all advertising for the fundraiser be clear that the NET and not Gross Revenues or Proceeds are going for the civic, social or charitable purposes of the fund raising organization.

Here’s a partial list of the types of expenses that can be deducted from a fundraiser:

1. Postage & mailings.
2. Xeroxing and PR materials to promote or conduct the event.
3. Supplies purchased for the event.
4. Rental of halls, dinners served, beverages consumed, decorations and paper products.
5. Etc. etc. etc.

Aside from these expenses, it is also permissible to reimburse Lions Club members for all out-

¹ For a more complete discussion of LCU and IRS rules, see the document “A Tale of Two Masters.” What is given here is a quick summary.

of-pocket expenses. Both the IRS and LCI approve of Lions being reimbursed for legitimate expenses.²

Here are some examples of reimbursable expenses.

1. Long distance telephone calls.
2. Xeroxing, postage and mailing.
3. Money spent to purchase items for the event.
4. Travel expenses such parking, tolls and a reasonable mileage charge. We would suggest that a charge of 20 cents per mile would be considered reasonable.

A very important question is “what types of travel mileages qualify for reimbursement” if a Lion is participating in a fund raiser or service activity. Please note that it does not make any difference if the club is raising the money from the public, or spending the money on a service activity, for an expense to be reimbursed.

Acceptable:

- a. You drive to/from an activity so you can work on that activity.
- b. You drive to/from a store to purchase supplies for the activity.
- c. You drive to/from a club meeting where an activity is being discussed, planned or the results reviewed.
- c. Other similar situations.

NOT Acceptable:

- a. You drive to/from a club meeting where a fundraiser or service activity is NOT discussed.
- b. You drive to/from a store to purchase items for a club social event.
- c. Other similar situations.

If in doubt, carefully think through the situation and be reasonable. Lions are not required to subsidize a fundraiser or a service activity, but neither are they allowed to take advantage of a situation.

In all cases, however, it is essential that you keep an accurate record of the mileage traveled and what was accomplished. Use a calendar or a notebook to keep track. Your club will also probably want to use some sort of annual summary sheet so the Treasurer knows what is happening.

The key points are be honest and keep good records.

Example:

Let us assume a Club operates a food pantry in their hometown. The club members voluntarily perform all kinds of chores to keep the food pantry operating. Nearly every week, Joe drives to/from the location of the food pantry to stock the shelves. The round trip is about eight (8) miles. Over a year, Joe makes the trip 48 times. How much expense has Joe incurred?
 $8 \text{ miles} \times 48 \text{ trips} \times 20 \text{ cents} = \76.80

At the end of the year, Joe could present his Club Treasurer with a reimbursement bill for \$76.80.

But Joe isn't looking to make money off the club. He's doing this work because he's a Lions and he believes in performing community service. Technically, however, the club does owe Joe some money. So what happens?

What Joe can do is give the Club Treasurer a slip of paper that says, "I spent \$76.80 on Club travel this year, and I want to donate this money back to the club to be used in any manner the Board deems proper." Respecting Joe's wishes, the Board eventually decides how to use the \$76.80.

Note that if Joe was actually reimbursed for his expenses, the money used to make this reimbursement would have come from previously raised “public money” currently being held in the Club Treasury. When Joe makes the donation back to the club, however, the money is no longer public funds. The donation is really and truly Joe's money since it was out-of-pocket expenditures. And a gift from a member or their spouse can be used any way the Club decides.

To summarize:

1. Expenses can be subtracted from the Gross Revenue of Fund Raisers. The Net Revenue is what remains after the expenses have been paid. Net Revenue can only be used for Service Activities.

² Please note that documentation can be provided to substantiate this statement.

2. All expenses must be legitimate and documented.
3. Out-of-pocket expenses incurred by club members may be reimbursed. This can include telephoning, postage and shipping, Xeroxing, items purchased for an event, vehicle parking, tolls and a reasonable mileage fee (20 cents per mile), etc.
4. A club member can refuse a reimbursement and donate the funds back to the Club.
5. Money donated to a Lion Club by a member can be used in any manner the Board chooses,
6. Finally, and MOST IMPORTANTLY, this process is both ethical and legal and is fully approved by both the IRS and Lions Clubs International.

Lion Neil Sheeley, CPA
 North Royalton Lions
 PDG Lion Ken Marshall
 Broadview Heights Lions

MEMBERSHIP MOMENTS
Lion Wallie Burnett

Remember: District Membership Hotline is 0-1-1--0 Net Loss; 1 Net Gain Per Club; 1 Net Club Per District. This is possible if we all work

together for the good of the District.

Club News

Mayfield Heights

Hello,

I am Barb Mertel from the Mayfield Heights Lions Club. I would appreciate it if you could put an article in the monthly bulletin concerning our fundraiser.

What:

The Mayfield Heights Lions Club 2007 Annual Fundraiser A Complete Italian and Meatball Dinner Buffet, Cash Bar, Chinese Auction, Silent Auction, Music and Dancing, Door Prizes and Much, much More.

When: Saturday, 11/10/2007
 Time: Doors open at 4:00p.m. and Dinner Buffet will be served at 5:00p.m.

Where: Frankie's Pub and Pasta @ Sneakee Pete's 35700 Lakeland Boulevard Eastlake, Ohio 44095

Price: \$17.50 per person (Advanced Sales Only)
 Contact Person: For Tickets or any Questions Please Call Lion Dave Webb @ 440-943-5258
 Lion Barb Mertel @ 440-943-2520

Be assured you will have a great time. We would love your fellowship and support for such a wonderful benefit that we all represent.

Thank you so much, I hope this outline will help. If you have any other question or if there is anything I have to do to get this published, do not hesitate to contact me by e-mail

(bmertel@roadrunner.com) or phone 440-943-2520.

NORTH COAST LIONS

October 27, Third Annual Murder Mystery Dinner, including Chinese Raffle, Silent Auction, Door Prizes, Costume Prizes and much more. \$25/person. Contact Lion Wallie for tickets soon: 440-944-3947.

CUYAHOGA FALLS LIONS

LIONS WEBSITE: We now have a CUYAHOGA FALLS LIONS CLUB website. Its address is www.cuyahogafallslionsclub.org. As our book markers did not have the complete web address printed on them, the site is also available at www.cuyahogafallslions.org. Please visit the site, as it is updated frequently, thanks to our Webmaster, Lion Dave Kelleher. There are links to other Lions websites as well. Lion Rick Sabo is posting this Newsletter on our website each month. Thanks Lion Rick!

ENTERTAINMENT BOOKS 08: The Entertainment books for 2008 are ready for sale! There have been a few changes in the Entertainment Book organization in the last few months. They have closed all of their offices across the nation and all of their representatives now work out of their homes. This has resulted in a cost savings to their organization which they are passing on to the organizations that sell the books. Last year it cost us \$21.00 per book. This year we will owe only \$18.50 per book.

Also, in each book you receive to sell, there will be two coupons for a chance to win some nice prizes and you can print out coupons to use on your next vacation for dining out, shopping, entertainment and more. If you are not traveling, you can use them here at home. One of the coupons is for the seller of the book and the other is for the family that purchases the book. So if you sell five books and purchase one you will receive six coupons and more chances to win! I still have 33 Akron books and one Cleveland book available. Call me at (330) 929-3329 and I'll get your books to you!

SERVICE PROJECT: As a club service project we are asking all Cuyahoga Falls Lions to volunteer your time at Christmas to help Good Neighbors distribute the food items for needy families. If you have never participated in this event you will be impressed with their organization and efficiency. If you would like to help out please call Lion Syd Baker at (330) 655-3543.

ACME TAPES: It's time to start collecting your ACME register tapes again. We will receive cash for a percentage of every dollar you spend when you buy Food Club, Value Time, Top Crest and several other Generic brands when you shop at your local ACME Fresh Markets. Look for a banner at your ACME that will list all the brands that qualify for this program. You can turn your tapes in to Lion Jim Homa at each month's Directors Meeting or mail them to Lion Jim at 1111 Taft Ave, C. F. O. 44221

CHRISTMAS PARTY: Mark your calendar! This year's Christmas Party for the visually impaired will be held on Thursday, December 6th at Noon. As usual it will be held at Lions Park.

BILL SKINNER
NEWSLETTER EDITOR

WILLOUGHBY- EVENING LIONS CLUB

***2ND ANNUAL PASTA
BONANZA***
*(Dinner includes pasta,
meatballs, salad, bread and
dessert – beverages available at
the Pub)*

MICK'S PUB
36200 EUCLID AVE
(Willo True Value Plaza)
Willoughby, Ohio

**SUNDAY, OCTOBER 14,
2007**
**(DINNER SERVED 4PM -
7PM)**

TICKETS:
Adults -- \$8/dinner

**Children (12 & Under) --
\$4/dinner**

ADVANCE SALE TICKETS
ONLY

Contact any Willoughby-Evening
Lions Club Member, Mick's Pub or
Call: 440.946.7567 or 440.942.5493

**Net proceeds to Willoughby-
Evening Lions Club eye care,
hearing assistance and
community service projects.**

**The Willoughby-Evening
Lions are a 501(c)(4) service
organization.**

2007 FALL CONFERENCE



Calling all Lions, Lionesses, Leos and Guests to the 2007 Fall Conference being held at the Midwest Hotel on Sunday, November 4, 2007.

The action begins with registration at 6:45 a.m. to 9:00 a.m., worship service (non-denominational) at 7:30 a.m., Conference Breakfast at 8:15 (doors open at 8:00) and seminars beginning at 10:00.

This year's Fall Conference is shaping up to be a real winner with great seminar topics such as: Effective, Fun, Rewarding Meetings; Eye Surgery Center; Eye Health; Lions Quest; Campaign Sight First II; Diabetes Testing & Education; Membership 011; Signature Service Projects; A World of Ideas for Fundraising; Youth Projects and Redistricting.

Please note the change in the lineup of events. We heard your concerns about spending the whole day at this conference, so we are beginning with a breakfast and will wrap up the seminars at 1:00 p.m. Same great tail twisting and conference speaker at the breakfast, and of course our

insightful and educational seminars.

We look forward to seeing you on November 4th at the Fall Conference.

Get Ready to Have Fun at YOUR CONVENTION

Governor Lion Maggie's Night at the Races

If you are going to attend the Night at the Races Friday evening, April 4, 2008, and want to sponsor a horse, please complete the form below and send it in as soon as possible so my Club can get the necessary items together.

Your Name

Your Horses Name

Your Horses Bio

Your Phone Number

Email Address for Confirmation

Send your entries to;

Lion Chuck Barton
4 Meadowlawn Drive #15
Mentor, Ohio 44060
or call 440-974-7904

Calendar

September:

20 - Zone 4 meeting Pipers III 6:30
contact Zone Chair Mary Chentnik

October:

2 - Zone 3 meeting South Haven
Church, 415 Northfield
Road, Bedford contact
Zone Chair
Jim Klages (216) 299-2813

14 - Willoughby Evening Lions
Club - Pasta Bonanza at Mick's
Pub, 36200
Euclid Avenue, Willoughby
adults \$8.00, children 12 and
under \$4.00 4:00 p.m. - 7:00 p.m.

November:

15 - Cabinet meeting at Dino's
Restaurant, 4145 State Route 306,
Willoughby,
Ohio (just off Interstate 90)

4 - Fall Conference at the Midwest
Hotel in Columbus

February:

21 - Cabinet meeting at Dino's
Restaurant, 4145 State Route 306,
Willoughby,
Ohio (just off Interstate 90)

April:

4, 5, 6 - District Convention,
Quality Inn and Suites, Richfield,
Ohio

May:

16, 17, 18 - State Convention,
University Hotel, Columbus, Ohio

June:

5 - Cabinet meeting at Dino's
Restaurant, 4145 State Route 306,
Willoughby,
Ohio (just off Interstate 90)
23 thru 27 - Internation
Convention, Bangkok, Thailand

4 Meadowlawn Drive #15 Mentor, Ohio 44060 or call 440-974-7904

Bulletin Editor.

Lion Dick Abrams

4430 Sir Robert Ave.

North Royalton, OH

44133

rlabrams@sbcglobal.net