



Volume I

Issue II

January 2008

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OFF AND RUNNING!

Your response to the first issue of "WOMEN LIONS IN INDIANA" was overwhelming. Many of you wrote to say how PCC Linda Tincher's article had inspired you to get more involved in your Lions club. Many were surprised to learn how active and involved some women have been in Indiana Lionism during the first 20 years of women's membership.

Each issue of the newsletter will feature at least one activity that women Lions can participate in and make a real difference in their Lions Club or in their community.



EXCITING HAPPENINGS!!

Exciting things are happening throughout the state as new clubs are being organized. Here are just a few examples as reported by District Governors.

It may be of interest that the Marion Club has a 19 year-old female sophomore at IU as one of its newest members. She received a scholarship from the club last June and decided she wanted to be a Lion so she could help others. She joined to SERVE not just "raise some money and write a check."

A new Club is being organized in Wabash. Of the 35 new members, 15 are women. This club replaces an all-male club that was disbanded in 2001. And, the first two women that joined also signed up their husbands. Way to go!

DG Ron Spivey, District C, reports that Rockville chartered on June 22, 2007 with 21 members of which 11 are women. The four new officers are women. Covington chartered August 2007 with 43 members, 21 of these are women. A new Club is being formed in Danville in which 50% are women so far.

WOMEN'S MEMBERSHIP DEVELOPMENT & PARTICIPATION

STATE CHAIR

Kaylene Souers
amchud@aol.com

District A

DG Barbara Toosley
LionBarb@comcast.com

District B

Kaylene Souers
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District C

Joann Greenlee
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District E2

PDG Myrna Thompson
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District F

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District G

Dee Nix
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ASK NALA ...

Is the Women Lions in Indiana Newsletter only for women?

That is one of the first questions that was asked as we put together the concept for the newsletter. I think PCC Linda Tincher has summed up the goals for the newsletter in an article that was published in the November E1 Newsletter. With her permission, we have reprinted a portion of her article.

“Women have been joining Lions, but world wide they make up only 22% of all the Lions in the world. Lions International’s goal is for all clubs to accept women. Helen Keller stated that by working together we can do so much more than we can alone. This was the reason for the newsletter. It has received rave reviews from the majority of Lions in the state. Many women admit they are intimidated about joining a Lions Cub because they still believe they are all male and they don’t want to be the first! Those that have joined usually were persuaded to do so by their husbands. Amazing, Lions International included women in Lionism 20 years ago this year and there are men and women who still don’t realize that this is even possible!

The newsletter is not a Women’s ONLY newsletter. It is NOT encouraging ALL women’s clubs anymore than Lions International encourages ALL male clubs to be formed. It is being sent to all districts all over the state. The newsletter is a tool to help every club increase their membership. We can never have too many Lions! Remember our **Mission Statement** says: **To create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation.**

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This mission statement would not true if we had separate clubs for gender, race, or for any other reason.

Lions International and District 25-E1 recognize there are some all male clubs within the district. **IF** they choose not to change, that is their prerogative; however, our International President’s Theme, “Challenge to Change,” does recognize that to continue growing we must look to changing previous conceptions.

In a November 15th article in **USA TODAY**, Lions International, Rotary International and Kiwanis International – the nation’s three largest service organizations – addressed this subject in an article stating that clubs are “**Not your Grandad’s service clubs**” anymore. Attendance requirements have had to be changed from once a week to sometimes once a month. Cyber clubs have been created that conduct business on the internet. Clubs have started including children in their meetings to meet the needs of younger volunteers. Missed meetings can be made up by working a *project*, reading an article on volunteerism and sending out an e-mail on the subject matter. These are all attempts to strengthen our service organizations. Learn from experience, ask questions and be sure to read the Women’s newsletter and use the tips included...better yet....send some recruiting tips of your own, then recruit a new member or start a new club in a neighboring town! We never have too many Lions or Lions Clubs!!!!!!”

Well put PCC Linda, Thank you for addressing the question.

To submit questions, send to **Ask Nala** at amchud@aol.com

Nala





WOMEN'S PIN SPREADS ACROSS THE COUNTRY!

Haven't you always wanted to come up with a good idea and have everyone know about it? That's exactly what your Women's Membership Development and Participation Team did.

Having our own special pin honoring the 20th anniversary of women in Lionism was a simple idea. And the pin was copied from an Alabama Lions pin put out many years ago. But we were the first ones to market the idea and look what happened.

- The District Governor of Nevada ordered 300 silver pins.
- The Michigan District Governors ordered 1200 pins.
- The Texas District Governors ordered 1000 pins.
- The California District Governors ordered 1400 pins.
- The Tennessee District Governors ordered 1000 pins.
- Over 400 pins were sold at the International Convention in Chicago.
- Over 500 pins were sold at the USA/Canada Forum in Grand Rapids.
- A Louisiana woman Lion has sold 225 pins for \$5 each!
- Over 10,000 of the pins have been sold.

And then Lion Brenda Lawson sold 50 pins to a Lion who took them to Lions Clubs International's board meeting and sold one to each of the International Directors.

Wear your pin with pride as you will see it on women Lions all over the USA.



WOMEN WORKING TOGETHER IN LIONS

By Lion Brenda Lawson

On June 30 my husband nominated, voted for, and elected me to be the Women's Membership Chairman for our District E-1. My first goal has been to soften the attitude of the people who have the mind set that Lions Clubs are only for the male population. The men certainly deserve a lot of credit for their hard work and dedication in serving communities around the world since our Founder Melvin Jones began this great organization in 1917.

The Helen Keller pin says "Women Working Together as Lions since 1987". I did research on Miss Helen Keller and learned that she was born a healthy child. At the age of 19 months she came down with an illness that left her blind AND deaf. She was 6 when she was introduced to Anne Sullivan who took Helen under her wing 'so to speak' and taught her the finger alphabet and to speak again. Anne lived with Miss Keller the rest of her life and traveled with her. Helen Keller graduated from Radcliffe College and became one of history's remarkable women.

She dedicated her life to improving the conditions of the blind and deaf-blind around the world lecturing in more than 25 different countries on the five major continents. She always brought new courage to blind people. On June 30, 1925 Helen Keller stood before the Lions International Convention and the last part of her speech went like this: *"The opportunity I bring to you Lions, is this: To foster and sponsor the work of the American Foundation for the Blind. Will you not help me hasten the day when there shall be no preventable blindness; no little deaf, blind"*

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child untaught; no blind man or woman unaided? I appeal to you Lions, you, who have your sight, your hearing, you who are strong and brave and kind. Will you not constitute yourselves Knights of the Blind in this crusade against darkness?"

After giving this some serious thought, I realized that when our Founder Melvin Jones accepted Miss Keller's challenge to be "Knights of the Blind" that women have been a part of Lions since 1925. These strong brave men have carried out Miss Keller's challenge all these years with their wives, mothers, etc. in the background getting their clothes ready, baking a pie, making a pot of chili, reminding them, "don't forget there is a Lions Meeting tonight". So men, please don't fear having women in your Lions Club. Miss Helen Keller gave you the challenge and you bravely accepted the women who have faithfully stood behind you. Please know that we do not want to take over your Lions Clubs. We just want to stand beside you the way God intended for us to so we can say together "we serve".

The Helen Keller pins are for men and women. My husband, DG Gary Lawson proudly wears one on his jacket and one on his vest. Let's not only celebrate women being a part of Lions, but celebrate Miss Helen Keller, a remarkable lady who was blind, with a vision to help people around the world. Her name will live on throughout history and her challenge has contributed to Lions being the great organization it is today. Lions, both men and women, PROUDLY WEAR YOUR PINS.

This is pretty much the message I bring to our Clubs. At one of our meetings we had the privilege and honor of having PDG Wayne Meachum and PDG Leon Van

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Alstine attend a meeting with us. Also at the meeting were PCC Linda Tincher and our VDG Gary Ochs. I started thinking about all the experience these folks have had speaking to a group of people and I began to feel a little intimidated. I thought I might not do my little speech tonight. However, after trying to bolster my courage, I took a deep breath and decided to go for it. After my husband, who also speaks quite well, was finished with his speech, the President introduced ME. I took my place at the podium and delivered my message. When I was finished PDG Meachum and PDG Van Alstine were the first to lay their money on the table for their Helen Keller pins. A few others came forward and purchased theirs. After we arrived back at the motel, PDG Wayne Meachum said "How many of those pins do you have?" I replied, "How many do you want?" "Maybe 30 or 50" he answered. PDG Wayne ended up taking 50 pins with him to sell at the next International Board Meeting. Now Lions, I told you this story just to say sometimes we under estimate ourselves. So when you have an opportunity to invite someone to be a part of Lions and you feel unsure, just "TAKE A DEEP BREATH AND GO FOR IT".



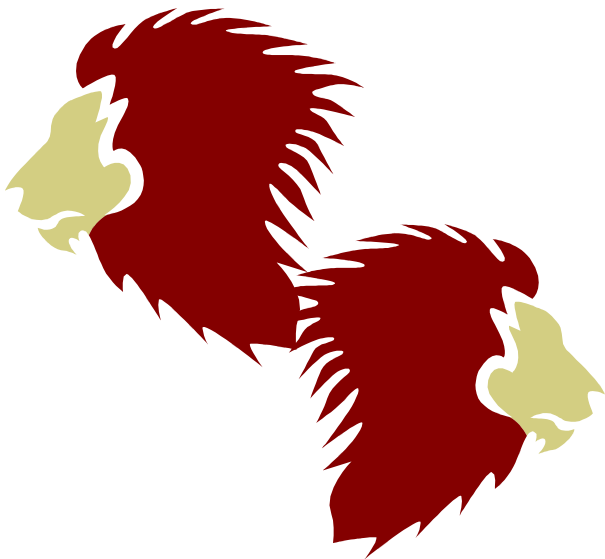


BEAUTIFUL LIONS ETCHED IN A GLASS BLOCK

The Mishawaka Lions Club had beautiful Lions Etched in Glass Blocks available at the Mid-Winter Conference. They make wonderful paperweights for display on a desk or as ornaments on a table or shelf.

To make them even more attractive they have lighted bases to put under them which alternately flash yellow, red, and blue lights through them. They make beautiful centerpieces for banquet tables at special occasions.

The Mishawaka Lions are selling them as a club fundraising project. They will be available at the State Convention. You can get an order blank for them by e-mailing DG Dave Eisen at d.eisen@mphl.org



CHARACTERISTICS OF LIONS

The following classification of Lions was developed by the participants in the 2005 MD25 Leadership Workshop. The purpose was to help all Lions understand how to become the best Lion they could be. Advancing to a higher level of Lionism requires that the Lion not only achieve the new standards but continue to practice all positive actions in lower levels.

ORDINARY LIONS

- Attend Meetings
- Pay dues
- Do Projects When Convenient
- Wear Pin to Meetings Only
- Stay Within Own Club
- Don't Accept Offices
- Don't Volunteer
- Don't Ask Friends to Join Their Lions Club

REAL LIONS

- Attend Meetings Regularly
- Wear Pin All the Time
- Willingly Volunteer
- Have Lions License Plate
- Bring in New Members
- Visit Other Clubs
- Accept Club Offices
- Attend Mid-Winter Conference
- Attend Officer Training
- Bring New Ideas to Club



LION LEADERS

- Accept Challenges
- Encourage Others and Lead by Example
- Set Goals
- Accept District Offices
- Are W.P Woods Fellows
- Participate in Mid-Winter Conference

SUPER LIONS

- Take on Responsibility or Develop Projects that Strengthen Lionism Statewide



ONE WOMAN'S LIONS STORY

My name is Katherine (Kathy) Cooper and this is my LIONS HISTORY.

My husband, Lion Don Cooper, joined the New Haven Lions Club October 1, 1997. At that time it was an all male club. Lion Don brought our daughter, Amber Woods, into the club on March 1, 2003. She was the first woman to become a member. I was a guest at the club for DG Roger Etzler's visit. He was talking about membership and how the club could have more members. Amber spoke up and said, "Why not make mom a member?" I was asked to leave the room and the members voted me in. I was sworn into the club December 1, 2004.

I was now a LION. I had been active with Don since 1997 in their fund-raising activities and had attended the state convention. I was very excited to be a member of the New Haven Lions Club. I have always been very vocal about the causes the Lions support and told every one I knew.

Our Club had invited Doreen Schuerman to be a speaker at our meeting in May. I asked if she was a Lion. She replied no, but several clubs had asked her to become one. Her reason for not joining was her problems getting to meetings, doctors, grocery and other places. She had lost most of her vision and was hesitant about asking for help. I told her if she would join our club I would see that she would get wherever she needed to go for the next year. She became a member at the next meeting and I'm one of her best friends and take her wherever she needs to go, even now. Lion Doreen and her leader dog, Sadie, are very active in the club. Her first duty was to be the "call girl." She calls all the members the day before the meeting to remind them of the

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meeting. Our attendance has picked up since this went into affect.

I asked members of our family many times to join us and it finally paid off. Don's brother Ed and wife Deb decided to join since we seemed to be having so much fun and it was for a good cause. I had also been asking my friends to become members, and Kathy Webb finally said yes. The three of them joined in November, 2005.

I received a call from Diane Werling asking if the Lions club had any one that would be able to take her to her doctors' appointments for treatments as she was losing her vision and her husband Don was not always able to leave work to take her. I told her I would take her since I wasn't working at the time. We became friends and I told her all about our club and what Lions did world wide. She had been a music teacher and her husband was the head of the History Department in Michigan. They had moved back to his birthplace in New Haven and were restoring the farm. I asked her if she and her husband would like to become members. She asked him and they agreed to become members after they had so much fun helping out at the Canal Days food tent. I had our daughter-in-law working with us also and we started talking about her joining with Don and Diane at the fiftieth anniversary celebration of the New Haven Lions Club.

Dawn was hesitant but excited. She had been doing a lot of things with our club but she hadn't been asked to become a member. I hadn't asked!! Dawn Finnearty, Don and Dianne Werling became members June 1, 2006.

The New Haven Lions Club had started an annual Golf Outing and we decided to have it in New Haven for the first

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time. I was on the committee that met several times at the Maumee Valley Golf Club.

I became president of our Lions Club in June, 2007. I wasn't the only one bringing in members. We were all doing our best to have a fun and exciting club. One of our members, Frank Swartswelder, called me and asked me to talk to Rita Kirby, who he had invited to become a member. I had worked with Rita and her husband at Verizon but had lost touch. I did talk to her and she came to a meeting with Frank as a guest. We invited her to help with our golf outing in August. She was unavailable but said her husband Steve would help. She also said she didn't think Steve would join so would I talk to him and convince him that it would be something they could do together. I not only talked to him but our club showed him what fun he could have and how much good he could do for the community.

Frank had been diagnosed with a brain tumor just before the golf outing and he wanted to see us raise funds for a fire-escape for the Power House so they could use the upstairs of the building. I told Rita about this and she and Steve decided to become members September 1, 2007.

The best technique that worked for me was to be excited about being a Lion and show everyone I met how important it is to belong to a service club that is all over the world.



SOMETHING TO THINK ABOUT

The following was taken from an article written by DG Ed Schulte when he was Vice District Governor.

I am currently reading a book titled "Crosley." It's about two brothers, Lewis Crosley and Powel Crosley, Jr., who were pretty much opposites but worked very well together. Powel had the ideas and Lewis found innovative ways to make Powel's ideas a reality. Those of you who are my age may recall Crosley Radios and the first refrigerator with shelves in the door, the Crosley Shelvador. You might even remember the Crosley automobile. There is a lesson here for Lions: each of us has different talents and when we combine those talents, we can do great things.

But there are a couple of different sides of the Crosleys I want to talk about right now. They hired one of their daughters as a secretary and, on her first day, she wandered into Dad's personal office, hung up her coat and started to look around. Dad quickly dismissed her by telling her that her place was outside the office at her desk and she was only to enter any office when asked or told to do so.

Powel Crosley started Crosley Broadcasting for one single reason: he made radios and needed a reason for people to buy them. Because of that, he became a broadcasting pioneer. In later years, Crosley Broadcasting owned TV stations in Cincinnati, Dayton, Columbus and Indianapolis in addition to several radio stations. It is somewhat ironic that a woman named Ruth Lyons, who was a Crosley Broadcasting personality, became probably the most dominant personality in radio and TV at that time.

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It was ironic because women were secretaries or housewives, period! To give you an idea of how dominant she was, I remember when a supermarket chain in Cincinnati decided that advertising on her show was getting too expensive. Another chain jumped at the opportunity. Ever heard of Albers Supermarkets? How about Kroger? Guess which one thought the cost of advertising was too high.

The point of all this is: Lions clubs need women and we need to train leaders to assure that Lions clubs continue to serve. And we need to “advertise” what we do.

The Crosley daughter may have been the one person who could have led the Crosley Empire to bigger and better things, but she never got the chance. The hiring of Ruth Lyons was not with the intent that she become a dominant force in broadcasting—she was hired to fill in a broadcast day so that Crosley could sell more radios. Leaders crop up where you least expect them.

There is an important question we need to ask ourselves when we think of someone, male or female, who we might want to invite to share Lionism: Will that person make our club stronger? If the answer is yes, we have an obligation to ask that person (male or female) to become a Lion.

Lions, like the Crosley Empire, are not going to grow simply by adding members. We must develop leaders. As Lions, you and I have many opportunities to develop our leadership skills: Officers’ Training, Leadership Skills Workshop, Mid-Winter Conference, USA/Canada Forum, to name a few. The Crosley Empire didn’t fade away because of numbers (Crosley had thousands of employees.) It faded away because they did not develop new leaders. Encourage attendance at every Lions leadership function (and lead the way by attending yourself.)

SHH! IT’S A SECRET

The world’s best kept secret isn’t that an ivory-billed woodpecker has been found, or that the world’s largest stump is in Kokomo, or even that Commander James Bond is an agent of the British Secret Intelligence Service. It’s - - that you and I are Lions! How many people have you talked to that said, “I didn’t know that you belonged to the Lions Club”.

Here are some tips from the seminar that was presented at the Mid-Winter Conference on getting the word out.

How Do We Spread the News

Wear your pin

Talk about it

News releases – some examples can be found on the LCI website

www.lionsclubs.org/EN/content/news_news_sample.shtml

Who Do We Spread the News To

Make a list of the occupations of your club members

Look at the key people in your community

Drive through your neighborhood

Make a list of the businesses in your area

When you’ve gone through the above steps, see what occupations or key people your club would benefit from.

What Do I Tell Them

Now that you have your list made of who to talk to, write out the activities that your club has done in your community. We’re not talking about fund raisers, but who have you helped specifically. Did you do photoscreening, buy glasses for a child, hand out dictionaries to 3rd graders, build a wheelchair ramp? This is a great start to get someone excited about Lions.

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Tools Available

Many tools are available to help you spread the word. Wear your Lions pin, and not just to your meeting. Do you have a Women's 20th Anniversary pin? It has sparked many conversations. Whenever your club does a fundraiser, hand out information about your next service project, when you meet. Use email. If the club has a newsletter, email it to people that would be interested in learning more. Peak their interest with exciting programs and events. Last of all, talk about it. Word of mouth will spread the word quicker than you ever imagined.

Do you have a success story? We'd love to share what is working for you with other members throughout the state. Submit an article to amchud@aol.com and we'll *spread the word!*

Lions Pin

- Women's Anniversary Pin
- Brochures from Lions International
- Pamphlet about my club
- Email



SPECIAL OPPORTUNITIES FOR WOMEN LIONS

Thirty-five women and two men Lions filled the room to hear about Special Opportunities for Women Lions at the Mid-Winter Conference. What they learned was how to use the power of Lionism to make a difference in their communities.

The Lions symbol is one of the five most recognized symbols in the world. And the history of Lions working together to help others is the reason people recognize it.

The power of our Lions clubs comes from four main sources:

- Effective projects which the people of the community recognize
- The ability to raise funds to support those projects
- The ability to attract new members
- Enjoyable meetings which inform and entertain the members

As women have entered our Lions clubs they have found areas where their special interests and skills have enabled them to enlarge our clubs' projects. Their willingness to try new activities and refine old activities has strengthened many clubs.

In the next edition of the women's newsletter you will find out how:

- One woman Lion has received thousands of dollars in grants for her Lions club to support their activities in her small community.
- One woman Lion started the White Cane Collection Program in her Lions Club which brings in over \$2000 a year.

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- One woman Lion opened her community to the Youth Exchange Program.
- One woman Lion became secretary of her Lions club, a job she thoroughly enjoys.

In each of these cases the women Lions learned the secrets of being a successful Lion. They are:

- Most people want to help you.
- You have to ask if you want their help.
- If you are determined to succeed you will.
- When you enjoy your tasks in Lionism it adds to your enjoyment of life.

At the conclusion of the seminar ten women purchased Lions license plates for the front of their cars. Being willing to show others that you are proud to be a Lion is the first step toward success.

