



We Serve

Lions District 22-A

InSights



Volume 82, Issue 4

February 2022

**BIJOY MAHANTI
DISTRICT GOVERNOR**

3515 Farm Road
Aberdeen, MD 21001
(443) 876-4759
bmahanti@msn.com

**JOHN MOSIER
CABINET SECRETARY**

310 Willrich Circle, #L
Forest Hill, MD 21050
John.mosier@gmail.com

**DANIEL MILLER
CABINET TREASURER**

4042 Hunt Crest Road
Jarrettsville, MD 21084
(443) 528-3431
millerd@zoominternet.net

**SUZETTE KETTENHOFEN
ADMINISTRATIVE
ASSISTANT**

209 Dauntsey Drive
Arnold, MD 21012
(443) 253-8434
lions22a@gmail.com

**JIM KATZAMAN
IMMEDIATE PAST
DISTRICT GOVERNOR**

452 Norvelle Court
Glen Burnie, MD 21061
(410) 761-3354
jimkatzaman@gmail.com

ADVISORS

PCC HAROLD BOCCIA

505 Country Walk Court
Bel Air, MD 21015
Tel: (410) 569-2478
hboccia50@gmail.com

PCC ROWE HAYWOOD

3512 Garrett Court
Aberdeen, MD 21001
Tel: (410) 272-8835
rhaywood1@comcast.net



Fellow Lions,

Welcome to 2022. Hope all of you had a wonderful holiday season with family and friends. We are starting the new year struggling with the spread of the Omicron variant of Covid-19. I hope that you had an opportunity to reflect on all that you have experienced in 2021 and will celebrate your successes. I also hope that you will recognize your accomplishments and resilience in these past two unprecedented years. How ironic, our theme is REMEMBER SERVE LOVE which is a JOURNEY THROUGH THE HEART. Heart is the most intelligent and powerful organ, and we can overcome any challenges.

We have reached the mid-way point of our Lion Year and It is a good time to review our goals for the year, make course adjustments as needed, and revise our strategies to complete our goals by the end of June.

The first area to look at is membership. We have 600 members now with a net loss of 25 this year. We have one club (South Anne Arundel) cancelled with 17 members. We are doing our best to bring them back. Our focus is revitalizing clubs with member engagement, member retention, and member recruitment. The individual challenge for each member is to make every effort to bring in a new member. For all of us, let's redouble our efforts.

As we all know, our motto is "We Serve" and the International President's theme is "Service from The Heart." Our goal in this area is for all the clubs to report service activities in MYLION. We have only 7 clubs out of 25 reporting which means we don't know of all those service activities you are performing. If you have not entered your service activity into MYLION, please do so immediately. If you are having trouble, contact either myself or Cabinet Secretary John Mosier. We plan to collaborate with the Maryland School for the Blind in a service activity during the Spring. Detail information to follow.

Leadership and succession planning is another big challenge for us. We ask all of you to consider a leadership role in the District Level and at the Club Level as it is a very rewarding experience. The training for these positions is always available.

This brings us to the Lions Clubs International Foundation (LCIF) which I addressed separately in this newsletter.

We now have a bit less than 6 months to meet or surpass our goals for the year. Our biggest challenge to date is recruiting new members. As we remember who we are and love and serve and journey through our Heart, share this feeling with friends, neighbors, families, and even with strangers. Please make good use of our District 22-A website, Facebook page, and newsletter to publicize your activities and plans.

Thank you for being a part of our Lion community and all that you do.

With much gratitude, For Better & Better
Bijoy

"If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours." -----Henry David Thoreau

Of Special Note:

100th Anniversary Newsletter
Pages 17-18

LCI Marketing & Communications
Guide **Pages 19-22**



CAMPAIGN | 100



LCIF • EMPOWERING SERVICE™

Empowering service together.

My Fellow Lions,

It is my privilege to be our District's LCIF Coordinator and to remind us about our foundation: Lions Clubs International Foundation (LCIF). We cannot enhance our service activities without LCIF help. Let me share where we stand by the numbers this Lion Year 2021-2022. Grants awarded 555, Total Funding \$17,026,760.00. Several Clubs in our District have been received grants over the years. Our Foundation needs our support to create a better future for our communities. The needs continue to rise due to Pandemic and Natural Disasters, Climate Change effects etc. The most recent one is devastation caused by the Tsunami in Tonga and other Islands. We are there in this time of crisis of our fellow Humans. Can we take this challenge and rise to help our Foundation?

Eight clubs out of twenty-five clubs in our District have contributed to our Foundation. NOW is the time to put more of our clubs in the list. If at least one member from each club contributes minimum \$25.00, the club will be in the list. That will also increase our individual member number by 2.5% (we have 600 members). I know we can do much better than that. Valentine's Day is coming soon. We can expand our circle of LOVE by contributing in somebody's name.

We are all transformative leaders whose hearts leap out at human suffering and desire to help alleviate it. We know it is through giving that we receive. We create a vacuum through giving and we activate the law of receiving. It is the law of circulation. Would you not raise your vibration to circulate this law to donate whatever amount your HEARTS DESIRE to the LCIF / Campaign 100?

There are many ways you can donate to the LCIF, please contact me or check the LCI website - lcif.org/donate

May the Best for All Occur. With much gratitude and wonder

Bijoy



SEEKING
1st and 2nd
Vice District Governor Candidates



From: Parade Committee

To: Lion Leaders

For the first time in thirteen (13) years, we are on the brink of not being able to fund our Lions participation in National Memorial Day Parade. Even though the request for funds was filed earlier than ever by several months, by the time MD22 filed for the PR Grant which we have used in the past, all funds at LCI were depleted. (Districts are eligible to apply every other year, MD22 & MD24 have coordinated over the years and kept this PR effort going.)

We have had some difficulties in the past and have been able to work through them with the help of the PR Department at LCI. Because of this PID Joe Gaffigan (Co-Chair of the Parade Committee) is working with LCI to see if this can become a separately funded event since it is the largest PR effort for Lions on the east coast.

In the meantime, it is imperative that the Districts/Clubs do all we can to help fund our participation if you wish to see us continue to showcase Lions on the national stage. Any donations will help.

Lion Leaders, please give this your widest dissemination and if you can please let LCI know that we would like to continue honoring our military while showcasing our Lions and Lions causes.

All Donations should be made payable to: "Lions NMDP" and mailed to our treasurer, Lion Mike Yuenger, 12597 Fascia Ct, Woodbridge, VA 22192. (NMDP - National Memorial Day Parade)

Sincerely,

Woody

**Ed "Woody" Woodard, PDG
Parade Committee Co-Chair**





LDUN New York (Lions Day with the United Nations)

Be an active part of our global partnership! With the theme "The NGO* Impact on Global Health," the 44th Annual Lions Day with the United Nations will take place on **Friday, March 11, 2022 at the Westin Grand Central Hotel**. Please note that due to the ongoing COVID-19 pandemic, the UN Headquarters is closed to visitors and is unable to hold our event this year.

* NGO - non-governmental organizations

Event registration

- Lions registration fee: \$110
- Leo advisor registration fee: \$110
- Leo registration fee: \$70
- Guest registration fee: \$110

Registration includes a ticket to the LDUN program, a ticket to the LDUN reception, a printed souvenir program, a LCI portfolio, and a LCI pin.

Register Here: [Personal Information - Lions Day with the United Nations 2022 - New York \(cvent.com\)](https://cvent.com/e/personal-information-lions-day-with-the-united-nations-2022-new-york)



Fellow Lions, LASH needs your help!

We still need a LASH Secretary and a Coordinator for use of the Mobile Health Screening trailer. Contact LASH President Dave Ellis dmellis@comcast.net.

Next semiannual Eyeglasses, Hearing Aids, and Cellphones collection will be Saturday, 9 April, 10 AM - 1 PM at the Maryland School for the Blind. It will most likely be a drop off event like last October unless COVID significantly slacks off.

We need donations from clubs to be able to get hearing aids for at least three applicants who do not live near a club service area. Mail to: LASH, Attn: Treasurer, P.O. Box 821, Bel Air, MD 21014.

Next LASH General Membership Meeting will be via Zoom conferencing software on Thursday February 17, 2022 6:30 PM. This is instead of an in-person dinner meeting due to the current high COVID rate. We will have a guest speaker from the Towson University Hearing and Balance Center staff.

Thanks,

Dave Ellis

www.lashmaryland.org



ABERDEEN LIONS CLUB HIGHLIGHTS

Gift Cards to Those in Need

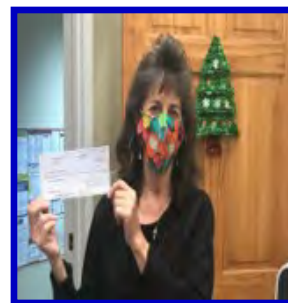


The Aberdeen Lions and Aberdeen Shop Rite "Christmas Food Basket Partnership" continued during COVID-19! Shop Rite gift cards were presented to 83 individuals and 7 families on December 22, 2021. All recipients were very appreciative of the rays of sunshine our Lions Club added to their Christmas! Many thank you notes have already come in expressing their thanks for our kindness and generosity!



Arrow Ministries

On December 23rd, Lion Cheryl Rickey presented our yearly check for \$300 to Arrow Ministries. Melody Baker was very happy to receive the donation! This picture shows just one of the many things that your dedication as Lions can do to help those in need!



Aberdeen Lions Charities Inc

Lion Chuck Jacobs noted that the solicitation letter that had been sent out asking for donations has brought in \$1,700 to date. He is happy but would still like to increase the amount. These letters were sent out to the community members who have donated in the past.

Donations Needed

During the months of January and February we will be collecting warm hats, gloves and scarves for those in need. Please help us serve those in our community who are less fortunate. Items can be brought to our dinner meetings or dropped off at Carol Mahanti's home.

Induction of a New Lion

At the dinner meeting on January 11th, we inducted a new member to our club. Many of you may remember Beth Boyson from our time at the Wetlands.





ANNAPOLIS LIONS CLUB HIGHLIGHTS



December Florida Fruit Sale

L/R Lions Dave Anderson, Gene Zeiser, Jeff Fair, and Murray Deutehmann

DARLINGTON LIONS CLUB HIGHLIGHTS

The Darlington Lions adopted 26 local families over the Christmas holiday. The annual community appeal netted more than \$5000 in cash and in-kind donations of turkeys, toys, and other food items. Each family was provided a traditional Christmas dinner that included a turkey, stuffing, potatoes, vegetables, pumpkin pie, and other sides. They also received another box of canned goods and other non-perishable foods, as well as, a \$100 grocery shopping card. About a dozen of the families made selections from our toy store of donated items for their children or grandchildren.

The Club concluded the calendar year with a record haul of aluminum from its aluminum can trailer. A total 1421 pounds of cans were turned in during 2021. This marked a 5% increase in aluminum turned in, but because of increases in the aluminum commodity market, revenue from the turn-in was up 52% and yielded \$555 for the club's coffers.

The year 2022 also marks the club's 75th year of operation, having been chartered in May 1947. Preparations have begun for a community celebration of the club and its impact on the small town village in the northeast corner of District 22-A.



BEL AIR LIONS CLUB HIGHLIGHTS

February Service Projects

Chemo Blanket Kits

Kaufman Cancer Center has a unique service called Cancer LifeNet that provides all kinds of free services to cancer patients and their families right here in our community.

Cancer LifeNet serves over 1500 patients and their families each year. Patients receiving treatments need to stay warm. We can provide blankets (often called "Comfy Chemo Blankets") to help them get thru these times. And they keep the blankets.

Last year we made nearly 30 blankets. We want to hit that mark again this year.

Drive Out Hunger

As winter takes a firm grip, please remember those less fortunate in our community. We all know that a healthy, hot meal can help us get through the coldest days. This is much more so for those individuals and families for whom going hungry is a fact of daily life.

Lion Bernie Janoson is the lead Lion for our casserole drive. He led a tremendous response to our casserole drive last year and we would like to do better this year as the need continues to grow. It has been requested that all Lions make one and donate it on or before Thursday February 11th to St. Margaret Church. Please be sure to write the name of the casserole you have prepared on the foil lid and write Bel Air Lions Club as well.

Lion Bernie volunteered to pick up frozen casseroles between 11:00 AM and 1:00 PM on Thursday, February 10th. Please contact him at bernie.janoson@gmail.com.



Lion Dave Ellis and his blanket from 2021.



Lions Louise Costello, Sandy Guzewich and Bernie Janoson drop off frozen casseroles at St. Margaret Church last year.

Club Celebrates 79th Charter Night

On Tuesday, January 18th, the club celebrated its 79th anniversary with a Charter Night Celebration via Zoom. The program was a fun-filled hour of Chesapeake Bay trivia with Kira at Charm City Trivia. This was the second year for this trivia night, and it was a great time competing, laughing, and "trash talking."

The meeting began with the President's greeting, invocation, pledge, song and toast. Additionally, we briefly discussed the club's history. From the President's briefcase, we reviewed a file on the club's history and a booklet written by Lion Tom Hutcheson in approximately 2005. We also revived an informative article from The Aegis in 2003 describing the club's history and current activities.





GLENWOOD LIONS CLUB HIGHLIGHTS

SUMMARY OF REPORT FROM “BIKES FOR THE WORLD”

DECEMBER 2021

The following is a summary of the year-end, 2021, report shared with me by Yvett Hess, Outreach Coordinator at **“Bikes for the World (BFTW).”**

Bicycles collected from the donations made to the Howard County Alpha Ridge Landfill for the past four years:

<u>Year</u>	<u>TOTAL Bicycles</u>
2018.....	1649
2019.....	1468
2020.....	1004*
2021.....	1409

**2020 was an odd year as BFTW was not able to make their regularly scheduled pick up due to COVID pandemic restrictions and staffing problems.*

Bicycles collected by BFTW @ Alpha Ridge Landfill since the beginning of our partnership in **2017 = 6,729.**

Bicycles collected since the start of our LEO Club project at Glenwood Middle School in **2005** – to be added to the partnership at Alpha Ridge = **1,562.**

COMBINED TOTAL FROM BOTH LOCATIONS SINCE 2005 = 8,291

SOME GENERAL INFORMATION ABOUT THE SUCCESS OF BFTW:

Since the beginning of our Club’s affiliation with BFTW in 2005, the volunteer, non-profit organization has collected, refurbished and donated 171,382 bicycles to 86 projects across 29 countries. Moving to multi-partnership arrangements has been instrumental to growth in the collection of bikes. However, this shift has also resulted in a decline in financial support to cover ancillary operational expenses. The absence of face-to-face contact with individual donors reduces the opportunity to provide a meaningful conversation in defense of a request for out-of-pocket contributions in addition just donating a bicycle unit. Thus, a stronger effort has been made to solicit funding from government, local clubs and related sources. To date, the Glenwood Lions Club has gifted nearly \$5,000 to this enterprise, but budget reductions during the past two years has minimized or curtailed such contributions.

Submitted to Glenwood Lions Club Executive Board – January 1, 2022

J. Harrison Morson, Club Member



Lions Joe Long, Pete Adams, Charla Long & Harrison Morson standing in front of truck loaded with donated bikes to be picked up later by **Bikes for the World.**

*Former Lion Larry Orwig (Passed Sept. 14, 2021) with his truck loaded with bicycle donations also for pick up by **Bikes for the World.** Larry was instrumental to the success of the **LEO Club Bike Drive** held annually at Glenwood Middle School.*





JARRETTSVILLE LIONS CLUB HIGHLIGHTS

The Jarrettsville Lions continue to provide service to those in need.

Lion Rick Russell, once again, took charge of our Holiday gift card program. Lion Rick contacted Jarrettsville Elementary, North Bend Elementary, Norrisville Elementary, and North Bend Elementary schools to get the number of families in need. Once he knew how many cards were needed he purchased \$400.00 WalMart gift card for each family. Thanks Lion Rick.

We also supported the Mason Dixon Services shoe drive. Mason Dixon is now servicing over 300 clients. In conjunction with Bethel Presbyterian Church, we were able to provide enough funding to supply shoes for all of their clients. We continue to work to fulfil our Lions moto...WE SERVE!



Jarrettsville Lions celebrated the holidays and Lion Ruth Calary's 95th birthday!! Happy Birthday Lion Ruth!

L-R: Lions Nancy Dorn, Ruth Calary, and Lisa Calary

On January 3, PDG Owen Landis (right) inducted new member Joe Sommerville (center) with President Ron Gartrell (left) looking on. Lion Joe was sponsored by PDG Dan Scott.



LINTHICUM LIONS CLUB HIGHLIGHTS

Mary Fincham of the Linthicum Lions Club practices using eye screening equipment during the Club's January meeting while Lion Rachel Bruce looks on. The Lions will screen youngsters' vision from 11 a.m. to 2 p.m. Feb. 26 at the Linthicum Library.





OVERLEA LIONS CLUB HIGHLIGHTS

A bit of news we have today; a **CAKELESS BAKE SALE** is on the way.

The Lions Club of Overlea is conducting its first Cakeless Bake Sale. As our opportunities to raise funds have changed, we have chosen this fundraiser to meet today's challenges.

In these busy days now who could bake pies or cookies or even a cake? You'd be surprised if you counted the cost of materials, heat and time you've lost. Baking for sales is extra work: yet nobody really wishes to shirk. So...

You are invited to **NOT** bake a cake, pie, cookies, or brownies.

You do **NOT** have to find a recipe.

You do **NOT** have to shop for ingredients.

You do **NOT** have to mix.

You do **NOT** have to cook.

You do **NOT** have to cut.

You do **NOT** have to wrap.

You do **NOT** have to wash dishes.

You do **NOT** have to clean up your kitchen.

You do **NOT** have to deliver the baked product.

You do **NOT** have to stand in the heat/cold/rain to sell the baked product.

We thought of a plan that's truly grand and felt quite sure that you'll understand.

Please send the price of a pie, cookies, cake or something nice. Without fuss or bother you've done your part. We're sure you'll give with a willing heart.

This year we are identifying the School for the Blind, Lions Vision Research Foundation (LVRF) and a community project to be determined as our beneficiaries.

Please send any amount to:

The Lions Club of Overlea

38 Stirrup Court

Baltimore, MD 21208

NO BAKING!!!

As the dynamics of membership and COVID present new challenges, we will continue to seek new ways to help our constituency.

Gratefully,

The Lions Club of Overlea





SEVERN RIVER LIONS CLUB HIGHLIGHTS



Alexandra Burroughs, age 12, was our Peace Poster winner from Severna Park Middle School. Her poster also won for the District and Multiple District and has been forwarded to International for consideration.

Order now thru

<https://severn-river-lions.terrilynn.com>

and product will come directly to you with FREE shipping for any order over \$30. 20% of your purchase comes to Severn River.



Help Us Help Our Community!

Every purchase of premium nuts, gourmet confections and sweet & savory snack mixes benefits our cause.



Terri Lynn offers an incredible assortment of premier products not available in retail stores—there's something for everyone!

SHOP TO SUPPORT US NOW!

[Severn-River-Lions.terrilynn.com](https://severn-river-lions.terrilynn.com)



Fundraising Webstore Supported by Terri Lynn

For more info, contact Lion Sue Parks
sparks@severnriverlions.org - 410/979-3901



Lions Multiple District 22

Convention Committee



Chairperson
PCC Harold Boccia
(410) 688-7993
hboccia50@gmail.com

Vice Chairperson
PDG Sandi Halterman
(301) 751-8627
pdgsandi@gmail.com

Treasurer
PCT Gina Daniels
(302) 547-1212
gina.daniels10@gmail.com

Friends of MD22 Lions:

The Lions Club International Multiple District 22 Convention will be held on April 21, 2022, in Gettysburg, PA. The Convention Committee is reaching out to the clubs and local communities to ask for support in making this Convention a huge success. Our MD22 Convention this year is in recognition of our spirit in service, the value of partnerships, and accomplishments of communities. Lions Clubs men and women valiantly work together and exemplify the club's mission to voluntarily serve our communities, meet humanitarian needs, encourage peace, and promote international understanding. We are seeking sponsors, advertisers, and exhibitors to support this event. You can help in one of the following ways:

Event Sponsorship: We are seeking sponsors for each major event of the Convention; we will place your board ads in events rooms and provide display space in the exhibitor's room

Advertisers: Promote you Club, business, or organization in the exhibitor's area with an ad and display area.

Exhibitors: Display information about you club, organization, or business in the exhibitor's area.

Please take a moment now to review the sponsorship opportunities available to support this event. We hope you will join us in support of our mission and goals. If you have any questions, contact PDG Sandi Halterman, PDGSandi@gmail.com. Thank you in advance for your consideration and commitment in this matter. We look forward to hearing from you.

Lions Club International * Multiple District 22 Convention

Gettysburg, PA Thursday, April 21, 2022

2022 SPONSORSHIP OPPORTUNITIES

All major sponsors receive signage and recognition in press releases

Deadline March 1, 2022

Please Select one:

- **Convention Sponsor** - \$400; includes one full page ad in program book, inside cover, and formal recognition at Convention Site.
- **Convention Sponsor** - \$325; includes ¾ page ad in program book, and formal recognition at Convention Site.
- **Convention Sponsor** - \$250; includes ½ page ad in program book, and formal recognition at Convention Site.
- **Convention Sponsor** - \$150; includes ¼ page in program book.
- **Sponsors** - \$50; business cards size recognized in program book.
- **In-Kind Donations** – Donation of any amount



Early pricing extended until March 31

As we look forward to our 104th Lions Clubs International Convention in Montréal, we realize that current international travel guidelines continue to change. In order to give all Lions and Leos a better opportunity to make their travel arrangements to the convention, we are extending the early discounted pricing deadline to **March 31, 2022**.

Register by March 31, 2022, and pay the discounted US\$175 registration fee.

We can't wait to see you in Montréal!



**Together
again in
Montréal.**



DISTRICT 22-A HONORARY COMMITTEE HARD AT WORK



DG Bijoy and some members of the Honorary Committee at work? Yes! They serve while sharing some fun!

L-R: PIP Clem Kusiak, DG Bijoy, IPDG Jim Katzaman, PDGs Bob Eisenberg, John Cullison, Dan Scott, and Larry Burton.



Save the Date

August 12-13, 2022



The Lions of Multiple District 22 Celebrate

100 years of service

Delta Hotels by Marriott
245 Shawan Road, Hunt Valley, MD

If you'd like to help out with this great celebration, contact

Lion Sue Parks - rich99991@verizon.net

*See 100th Anniversary
Newsletter on pages
17-18*



LIONS CLUBS
INTERNATIONAL CONVENTION
WASHINGTON, DC

**Multiple District 22
Hosting the
LCI Convention**

July 2-6, 2027

*"Put Out the Call" to
Volunteer Lions Family*

lciconv2027host@gmail.com



January 3, 2022

You are cordially invited to join the Lions of District 22B as we honor District Governor David Studley and First Lady Ginny on Saturday March 12th, 2022.

The buffet dinner, featuring hand carved prime rib and crab imperial, will be held at Suicide Bridge Restaurant, 6304 Suicide Bridge Road, Hurlock, Maryland 21643.

Social hour with cash bar is 5:45pm-6:45pm, dinner is at 7:00 pm.

Our international guests for the evening will be John W. Youney, International Director of Lions Club International from Skowhegan, Maine and his wife, Lion Karol.

Hotel Accommodations for the Social event are as follows. Room rates do not include applicable taxes.

Holiday Inn Express 2715 Ocean Gateway, Cambridge, MD 21613. 410 221-9900

www.hiexpress.com/cambridgemd. Use Lions District 22B when making reservations. 20 to 30 rooms have been booked. Rate \$112.00

Comfort Inn & Suites 2936 Ocean Gateway, Cambridge, MD 21613. 410 901-0926

ComfortInnAndSuites.com, use Lions District 22B when making reservations. 20 Rooms have been booked Rates Thursday \$80.72, Friday & Saturday \$92.00.

The Hyatt Chesapeake Bay may have limited rooms available at a rate of \$239.00 per night. Contact person is Monica Vila, Sales Manager, 100 Heron Blvd. Cambridge, Maryland 21613 407 634-0525

monica.vila@hyatt.com. Use Lions District 22B when making reservations.

Cost of the dinner is \$50.00 per person.

If making club reservations, please keep in mind that there are 8 place settings per table.

Mail checks to: District 22B Social
c/o Lion Gene Williams
5403 Mallard Lane
Cambridge, Md. 21613

RSVP by February 28th, 2022.

Dress is Business Casual

Gene Williams
Social Committee Chair



Marketing Communications

Make an even bigger impact in your community by appointing a club marketing communications chairperson. Good marketing and public relations can help you highlight your service, your impact and your club so you can elevate your brand and attract new members. Discover marketing resources that can help your Club and your marketing communications chairperson elevate your club's visibility in the community. See the Guide at the end of this InSights.

PDG Susan Bonura

Service from the Heart

MD 22 Marketing and Communications Chair

Note - just because the Guide says it's for the Chairperson, doesn't mean we can't all benefit from taking a look.

**REMINDER TO CLUBS**

Thank you to the Clubs who have been submitting articles. Please submit your short articles with pictures (jpgs) that you think may be of interest to the rest of the District. These articles must be emailed to me separately from your club newsletters which are often locked into formats I can't use.

Send your articles and photos to InSights' Editor Lion Sue Parks
(rich99991@verizon.net).

Only email copy is acceptable.

Deadlines for materials:

3/20/22 for April issue

5/20/22 for June issue

7/20/22 for August issue

9/20/22 for October issue

**Aberdeen**

Beth Boyson - Sponsor Bijoy Mahanti

Baltimore Nepalese

Ritu Dangol - Sponsor Baikuntha Man Shrestha

Jarrettsville

Joe Sommerville - Sponsor PDG Dan Scott

Joppatowne

Walter Farson III - Sponsor John Lyons

Nancy Phillips - Sponsor Ron Der Motta

Perry Hall Kingsville

Bradley Lang

Laura Mossa

Jimmy Mossa

Upcoming Events

Feb	5	Region 1 Mtg
Mar	12	22-B Social
Mar	13	COG Mtg
Mar	19	LVRF Trustee Mtg
Mar	24	LASH Executive Comm. Mtg
Mar	26	LYF Trustee Mtg
Mar	31	Honorary Comm. Mtg
Apr	2	22-C Social
Apr	3	Council of Governors Mtg
Apr	9	LASH Eyeglass Sorting, MSB
Apr	21-24	MD Convention Gettysburg
Apr	30	See Beyond Festival, MSB
May	14	Leader Dog Rally

MEMORIALS

Fred P. Glennie - Annapolis

John D "Jack" Manley - Baltimore 40 West

*Former First Lady Jeanne Leilich Vogler
and Sister of Lion Bob Grue - Bel Air*

Anna Marie Farace - Eastern Regional

Tony Citrano - Fallston

Lawrence Shifreen - Long Green Valley

Fred Puhl - Overlea

PDG Dick Bloomquist - Severn River

Former East Anne Arundel Lions:

Al Kellner

Emily "Sue" Ford

Monty Hutt



A Century of Service

100th Anniversary of Multiple District 22

January 2022 Issue

PR Committee Chair PDG Sonia Wiggins

Welcome Lions, Leo's & Friends of Multiple District 22's Next Century of Service.

100 years, a time to Celebrate.

On August 12-13, 2022, Lions from Multiple District 22 (Delaware, Maryland and the District of Columbia) will gather together at the Delta Hotels by Marriott, Hunt Valley, Maryland to celebrate 100 years as a Multiple District.

Come join us in this Celebration – **SAVE THE DATE!!**

**Delta Hotels by Marriott
245 Shawan Road, Hunt Valley, MD**

Events Scheduled

Special Olympic Games with our Leo's of MD22 & Special Olympics

Service Projects

Entertainment by The Fabulous HubCap's

Historical Displays

Tours:

Wilmer Eye Institute, Baltimore, MD

Hampton National Historical Site, Towson, MD

Special Breakfast/Dinners – Delta Hotel

Special Guest

2022-2023 International President Brian Sheehan

Highlighting this Month

Early History of MD22

The 16th District of Lions Clubs International was organized in 1921 and consisted of the states of New Jersey, New York, Maryland, Delaware, and the District of Columbia. Because of the rapid growth, it became necessary in 1922 to divide the area - New Jersey remained as the 16th District, New York became District 20, and Maryland, Delaware, and D.C. became District 22.

The Baltimore Club was the first to organize (October 26, 1921) within the boundaries of the present District 22. In 1940, District 22 was divided into Districts 22-A and 22-B. In 1944, District 22-C was organized, followed by Districts 22-D and 22-W in 1947.

Multiple District 22 is divided into the following sub-districts:

District 22-A - Anne Arundel, Baltimore, Baltimore City, Harford and Howard Counties

First Club: Baltimore Host Lions

District 22-B - Caroline, Cecil, Dorchester,
Kent, Queen Anne's, Somerset, Talbot,
Wicomico and Worcester Counties.

First Club: Salisbury Lions

District 22-C - Calvert, Charles,
Montgomery, Prince Georges, St. Mary's
Counties and the District of Columbia

First Club - Washington Host Lions

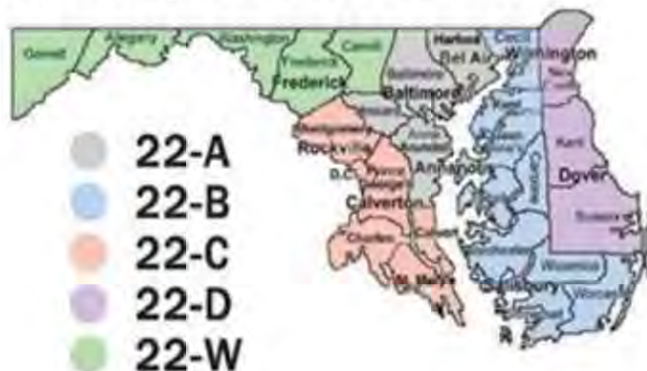
District 22-D - State of Delaware

First Club - Wilmington Lions

District 22-W - Allegany, Carroll,
Frederick, Garrett and Washington Counties

First Club – Frederick Lions

Multiple District 22



Multiple District 22 Coordinators

Coordinating Chair
PCC John Lawrence,
ions@johnlawrence.name

District 22-A Lion Sue Parks
rich99991@verizon.net

District 22-B PDG Wayne Cole
waynecole66@hotmail.com

District 22-C PDG Sandi Halterman
pdgsandi@gmail.com

District 22-D PDG Kenny Vincent
kennyv927@gmail.com

District 22-W PDG Evan Gillett
evan_gillett@yahoo.com

PR Committee Chair PDG Sonia Wiggins
lion2sweet@gmail.com



Lions Clubs International

Marketing Communications Chairperson Guide

Get Ready for Your Role

As the marketing communications chairperson, you play a dynamic lead role in your club. In this exciting position, you'll inspire and motivate new and current members, increase your club's visibility in the community and increase the impact of your projects and membership initiatives.

Get ready to meet new people and use your creativity to keep your community informed and engaged in all the great things your club is doing.

Three Steps to Success

No one knows your club better than you. Here are three ways you can promote the key activities of your club.

1

Shine a light on your service

Lions are built to serve. Be sure to let the community know about your service projects, fundraisers and community events. This will help people understand who you are, what you do, and why they should join you in service.

QUICK TIP

- ▶ When planning an event, think about how you'll promote it before, during and after the event.

2

Tell your stories

Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.

QUICK TIP

- ▶ Great photos get attention, so take lots of photos of Lions serving and smiling. Get close when you're photographing for the best images.

3

Promote your membership events

Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.

QUICK TIP

- ▶ Don't forget that every service project and club event is an opportunity to find new members.

Engage Your Community with Facebook

There are a lot of great social media platforms that can help you promote your club, but Facebook is the biggest. If your club doesn't have a Facebook page, now is the perfect time to create one! It's a great way to promote projects and events, and share photos and connect with members, potential members and partners.

Create Facebook "Events" for your projects

Facebook allows you to create special "Event" pages that can help you raise awareness of a project, invite friends and family, and provide updates to those who RSVP.



QUICK TIP

- ▶ Include keywords in your Event title and description so that Facebook users can find it easily when searching for events in your area.

Post photos and stories

Don't just tell people what you're doing—show them. Post photos of your events, your service projects and your members so people can see your service in action.



QUICK TIP

- ▶ Quotes and testimonials from the beneficiaries of a service project are a powerful way to show how you're making a real difference in the lives of the people you serve.

Build your community

Use Facebook as a networking tool to connect with your community. Extend your reach by engaging with partner organizations and local businesses. Invite members to like your page, and encourage them to share posts to their personal profiles. Use messages and comments to communicate directly with potential members. Build your club's brand as a difference-maker in the community.



QUICK TIP

- ▶ Make social media a team effort! Assign multiple admins and editors to your Facebook page so others can access and collaborate.



Lions Clubs International

lionsclubs.org/marketing

Shine a Spotlight on Your Club with Public Relations

Public relations (PR) includes a lot of things, both big and small. Working with traditional media outlets is a big part of PR, but it also includes publicizing the work your club is doing, and the conversations you have with people in the community.

Here are some simple PR strategies that can help you increase your visibility in the community, and show people that your club is not just vital, but also worth joining.

Leverage your local media

Newspapers, TV, radio and bloggers are always looking for good news. Identify the key media in your community, and try to find the bloggers and reporters who cover local projects like yours. Let them know when you're going to host a project or event in case they want to cover it, and send them photos, outcomes and stories after the event so they can turn it into a story.

Meet with local officials

Community influencers can help you spread the word about your club, so take time to get to know your local government officials, such as your mayor, trustees and chamber of commerce members. Let them know what your club is doing in the community, and enlist their help in promoting your club. Keep them updated on club activities, and try to attend some of their meetings.

Connect with local businesses

There's nothing quite like talking to people to help get the word out. So talk to local business owners and managers, and tell them how your club is benefiting the community. They may be willing to sponsor a club event, or allow you to leave flyers in their businesses.

QUICK TIP

- ▶ Many media outlets use social media to find story leads, so stay active on social media to help get the media's attention.



Lions Clubs International

lionsclubs.org/marketing

Leverage the Power of the Lions Brand

The Lions brand is one of the most recognized in the world. It helps define who we are. Here are some ways that you can leverage the Lions brand to enhance your own.

Use marketing materials to get the community's attention

Flyers, ads and handouts help get people to your projects and membership events. Be sure to include your contact information and the Lions logo on your materials. Post flyers and posters in public places and local businesses, and be sure to have materials on hand to give to potential Lions who attend your events to help recruit new members.

Wear Lions gear to show your pride

Encourage members to wear their Lions gear while serving in the community. This is one of the most powerful ways to promote the Lions brand.

Be a brand ambassador—everywhere

As the marketing communications chairperson, you are the club's brand ambassador. But it's important to remind your members that each one is also a brand ambassador who represents your club. So be sure that members share the impact, pride and joy of being a Lion with others.

Lionsclubs.org is your place for marketing resources

Get logos, brand guidelines, videos, social media guides and everything else you'll need to succeed at lionsclubs.org/marketing!



QUICK TIPS

► **Promote all major club events.** This includes before, during (on social media) and after.

A little planning goes a long way. Think about what you want to accomplish, who you want to reach, and the best way to do both. Set some realistic goals to stay on track.

Collaborate with key club members. Work closely with your membership chairperson and service chairperson to help promote projects, events and success stories.

Keep your club posted on your progress. Report your efforts at club meetings, and explain how your club benefits from good public relations and marketing.

Most of all, have fun!



Lions Clubs International

lionsclubs.org/marketing