



District 31-I News

United in Kindness and Diversity
International President,
Dr. Jung-Yul Choi



District 31-I Newsletter

June 2021

Issue 12

Member News

In Loving Memory

Of Lions who have passed this past month:

Member	Club
Dot Nichols	West Jefferson
Reid Sherrill	Mooreville

NEW MEMBERS!!!!

Member	Club
Brad Lackey	Fairgrove
Kim Sullivan	Fairgrove
Charles Pace	North Davidson
Carl Hill	Pilot
Emily Eller Cook	Rockwell
Tim Billings	Sparta
Beka Scott	Sparta
Grace Triplett	Sparta
Allison Wilson	Thomasville
Mark Wilson	Thomasville

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*"Every single day, in every walk of life,
 ordinary people do extraordinary things."*

Jim Valvano

Volunteers Creating a Future—District Governor Donald Cobb The End of a Different Year

It's June of 2021, the end of another Lions year. To say it has been a different year is an understatement. I would not have thought that my year as district governor would turn out like it did. COVID forced us to stop doing many things we normally do as Lions. We were still able to do service in various ways, but we had to serve in different ways. As DGE Wayne Kennerly becomes our district governor next month, hopefully we'll be able to do things that are more normal for us.

While our district was not able to function normally, we were able to conduct business by Zoom and some of our clubs continued to meet by Zoom. It seems many of us were able to become proficient in using Zoom, something that very few of us knew about prior to Covid. While I know we are anxious to get back to meeting in person, I believe there will continue to be opportunities to use Zoom and it will allow us to meet effectively without having to travel great distances. Perhaps we learned something after all while having to stay at home.

On a personal note, it was disappointing to not be able to implement some of the things I wanted to do as district governor. Perhaps one of my greatest disappointments was not being able to visit each club and meet with the many dedicated Lions we have across the district. While many of our clubs were not meeting, we did have a few that met periodically; however, I was unable to visit them due to personal health issues.

As a district, we were able to accomplish some things during the year. Our North American Membership Initiative, or NAMI committee, has worked to develop a plan to address membership over the next few years. We were able to hold a successful one-day district convention by Zoom and we were able to take care of district business that needed to be done in cabinet meetings once again held by Zoom. All of these activities and many others were successful because of the hard work of Li-

ons across the district who served on planning committees as well as the NAMI committees. These were some of the Lions who made things happen in our district this past year. There were many more Lions who made things happen in their respective communities.

One of the things that continues to amaze me is the work done by Lions across our district. We had Lions who collected food for food pantries, checked on fellow Lions and others in their community, held blood drives, conducted vision screenings of children in certain settings, delivered meals on wheels, assisted VIPs, collected cab tabs for Leader Dog and eye glasses for those in need, and did various other activities in their communities. The Taylorsville Lions Club was instrumental in coordinating disaster relief for an area devastated by flooding. All of these activities were conducted by Lions following their motto of "We Serve." All of these Lions as well as those across the district are Volunteers Creating a Future for others in their communities.

If you've been reading our newsletters throughout this year, you've noticed a quote that has been on the first page of the newsletters. Lion Dianna Wald, who has published our newsletter this year, suggested we add a quote to the newsletter and we've tried to use quotes related to the work of volunteers. If you read the quote by Jim Valvano in this newsletter, you may remember it was the same quote used on our July newsletter. Valvano said in one of his speeches, "Every single day, in every walk of life, ordinary people do extraordinary things." That's what Lions across our district do, extraordinary things. That's what makes Lions in our district "Volunteers Creating a Future."

Thank you for allowing me to be your district governor this year. Most of all, thank you for being "Volunteers Creating a Future!"



Send items you would like posted on the webpage to Lion Elizabeth Rummage at lionrummage@gmail.com.



1st Vice District Governor — H. Wayne Kennerly

How nice it is to see many clubs opening their doors again. Denton Lions just had two fund raisers in one week, a sellout shrimp broil and a golf tournament. Cleveland Lions is having a breakfast at their Lions den to raise money for projects. It is now time to think up your projects for next year so you can meet the goals that will be coming very soon.

Over this past year communication has been a real challenge, thank goodness we have those who use zoom and other high-tech devices. Eventually this probably is the way of the future?

With the election of new officers for the coming year, the success of your club and the success of the district you are in, will depend on each club's ability to make the right steps to help put us all back where we need to be mainly to increase growth in our clubs and district. Too many clubs in the district are much smaller and some have closed. How can you improve the odds for success? We all need some changes, but don't forget the human side of change. Effective change leaders will give much effort to involve everyone in their plan. Be sure to give some people a little more time to change as they may need a little more push to adapt. Be sure to have a vision and have a story that everyone can easily understand.

Camp Dogwood is finally opening again for our VIPs and most have stayed in their homes for months. Be sure to let them know that their vacation is available once again. They all miss the fishing tournament at the outer banks. Surely next year will get the VIPs back to the fishing piers.

Remember, each person counts, why not share Lionism?

H. Wayne Kennerly
District Governor Elect 2021-2022



VIP Fishing Tournament Cancelled

The 2021 NC Lions VIP Fishing Tournament, scheduled for this fall, has been cancelled due to public health concerns related to the coronavirus. The tournament's governing board made the difficult decision in the interest of protecting its vulnerable participants and volunteers.

If you have already submitted for application and paid for your registration, you will receive a refund. The decision was not made easily or lightly. After consultation with officials at the Dare County Health Department, along with social service workers, group leaders from across North Carolina, and statewide Lions, tournament organizers expressed concern that the safety of our participants and volunteers could not be guar-

anteed due to the large number of people who typically attend the event.

The tournament was scheduled for Oct. 18-20. "To host an event of this magnitude takes months of planning, preparation, and fund raising," said Gwen White, executive director. "While we are deeply disappointed with the decision to cancel the event for a second year in a row, we must keep the health of everyone involved foremost in our concerns." Billed as the world's largest fishing tournament for the blind and visually impaired, the event typically attracts more than 900 from across North Carolina, along with visually impaired participants from seven other states and Canada.

2nd Vice District Governor — Bill Mathers

Two weeks ago, I sat through three days of the NCLI Governor's Conference at Camp Dogwood. I learned a lot of great information about what Lions have done and are doing across North Carolina and Internationally. I had mixed emotions about what I saw and heard. It seemed more about what we have done and not enough about what we are doing.

Many of the older Lions (by which I mean by length of time and leadership in Lions) seemed very tired and worn out about Lionism. Not all, but some. Do not get me wrong; they still care. Since I just turned 71 last month, I understand how it feels. Sometimes it is hard to create a lot of energy. Many of the younger Lions seemed much more excited about our future as next year, we head into our 100th year of Lions in North Carolina. They simply have more energy. What will the next century of Lions in North Carolina bring? That will be up to all of us!!! Yes, ALL OF US!!!! Older and younger Lions alike, and also to the next generation of Lions and leaders within the Lions.

We need more NEW leaders with NEW ideas. And to get that we NEED more LIONS. This will lead to change. Change is needed. And let's face it, change is sometimes difficult. I have learned of one very dedicated Lion who is working on establishing a club focused on diabetes. Since diabetes is one of the leading causes of blindness, it makes perfect sense that a club that focuses on preventing one of the leading causes of blindness should be a no-brainer. As Lions, we have many opportunities to change the way that we attract and retain new Lions who will come in with the enthusiasm, energy, and ideas that will be our future. Specialty clubs are just one way to do this. Re-thinking our meeting formats and locations is another. Would it be possible to have one meeting and one service activity each month instead of two meetings? Just because "it's the way it's always been done" has been the mantra of the Lions for 100 years, this doesn't mean that we can't be open to changes that will pave the way for the next 100 years. Don't be afraid to try something different! Be the Lion who comes up the new idea that will attract new Lions!

The older Lions still need to lead the way, but also need to be prepared to allow the younger generation to make their own mark on Lions. Countless examples of how the younger generations really want to serve their communities exist. The question remains of whether or not the traditional methods of recruiting and engaging new Lions are effective. With the trends we are seeing, it seems the answer is no.

A few years ago, we had 14,000 Lions across North Carolina. Today we have around 5,000. Many Lions at the conference indicated that they are accepting the fact that times are changing. I kept hearing that civic organizations, churches, and other clubs are all losing members. And so are we...

I CANNOT ACCEPT THAT ATTITUDE. In the next year, I will be your 1st VDG, and then in 2022, I will be your District Governor (if you elect me). If we continue losing Lions at the rate we are, in two years we will only have about 3500 to 4000 Lions left. I do not want to be a District Governor of a sinking ship. I want to be the captain of a new, younger, revitalized, and growing LIONS Organization in North Carolina.

The best part is that all 5 newly elected District Governors for 2021-2022 and all 5 of the newly elected 1st Vice District Governors in 2022-2023 are all committed to turn Lionism around in the coming years. There are 10 of us. We are asking all of you in each District to join us make this possible.

If you believe in Lionism, WE NEED YOU.

I would like to ask each of you Lions young and old to personally answer a couple of questions.

- First, why did you originally become a Lion? Be honest...
- Second, why have you stayed? I hope it was not just to eat dinner with your Lion friends or to get out of the house...
- Third, and most importantly, what was the best thing you personally have done as and for Lionism during your membership? This should be the thing that makes or made you personally feel the best about being a Lion.
- Fourth, how long ago was it. Again, be honest...

I am asking you to remember that feeling, and I want you all to capture that feeling again over and over... That is what we need... When you get excited about that feeling, you can re-energize yourself about Lionism and help it grow with your enthusiasm.

LET'S GET EXCITED ABOUT LIONISM AGAIN.

As Past International Director, Gwen White said at that Governor's Conference, "Let's not forget The V.I.P.s". The V.I.P.s are who we should have joined Lions for originally. And should be still.

ANNOUNCEMENTS

Statewide Marketing Campaign to Begin

In the next few days, your 2020-2021 North Carolina MD 31 Council of Governors will begin a statewide awareness and branding marketing campaign throughout North Carolina. The Council of Governors understand that more awareness and understanding of our impressive organization is a vital factor for the continuous growth of our clubs statewide. Our own PDG Paul Bledsoe of Bledsoe Advertising/Productions has developed the campaign.

The campaign includes a mix of social, streaming and digital marketing. We are marketing to an age group of 25-54 adults, men and women within our state. This demographic is the most populist group within North Carolina where the overall average age of our population is 38.6.

If you would like to see a preview of the marketing clips that will be used, go to the following link: <https://vimeo.com/524442538>. Additional information regarding the campaign will be coming soon.



NO LCI DUES INCREASE

The LCI International Board of Directors have made a decision not to vote on the proposed dues increase at the International Convention. As a result, LCI dues will remain the same for the coming year.

Congratulations to PDG Paul Bledsoe!

PDG Paul Bledsoe has received the Ambassador of Good Will Award for his work with the USA/Canada Leadership Forum as well as his many other endeavors with Lions. The Ambassador of Good Will Award is the highest award given by LCI and there are only 40 given each year.

Congratulations PDG Paul and thanks for exhibiting the Lions motto of "We Serve!"

Calendar

Sat. July 24	11a	District 31-I Installation and Awards Luncheon	Harold B. Jarrett American Legion Post 1024 Lincolnton Rd, Salisbury, NC 28144
Sat. Aug 21	2p	Brighter Visions Kickoff	Third Creek Presbyterian Church 2055 Third Creek Ch. Rd. Cleveland, NC 27013



This Spring has been a busy one for me as I have attended, by zoom, 2 different sessions from Leader Dogs for the Blind conducted from our home office in Rochester Hills, Mich. We have been given many ways to let our Lions know how we can still support our program and still do it in a safe way. One of these ways is for me to participate in a 5K Virtual Walk with my rescue dog, Roscoe. We look forward to this challenge and it will be the third year we have taken part in this fundraiser. The Bark and Brew 5K Run will take place on June 5, 2021. There will be a 5k walk in Rochester, a virtual run and a virtual walk. We encourage all clubs in our district to contribute to our walk. Be sure to make your check payable to Leader Dogs for the Blind and sent to me as your District Leader Dog Chairperson. Our District Governor has already made a donation! He has set a good example for all of us to follow and Roscoe and I appreciate his support!!

We are still collecting TABS and I am glad to say they are at the highest price rate now than they have been in over a year. I was happy to hold them at my home until a better price was available. When I took them I also told the owner about our "Walk for the Blind" and he gave us a generous donation!!!! Keep up the good work of collecting and I will be happy to come to your club and present a program for you. PDG Mike and I have had our shots and now that the doors are finally being opened to us, just give us a call and we will try our best to share some new material and "freebies" from Leader Dogs.

District Leader Dogs Chairperson,
Lion Antha Reid 336-667-4375

Suggested Service Projects for April thru June

1. Cookout for VIPs
 2. Tree Planting (Earth Day Project)
 3. Volunteer at a soup kitchen or help deliver food for Meals on Wheels
 4. Collect School supplies
 5. Maintain a "Little Free Library"
 6. Give or Present a scholarship award
 7. Food Drive
 8. Adopt a creek, highway or Police Officer
 9. Volunteer at Camp Dogwood's Cleanup day in April or summer camp
 10. Participant in a Stride Walk
 11. Vision / Diabetes Screening
 12. Donate books for a summer Reading program
 13. Collect can tabs for the Leader Dog Program
 14. Collect used pill bottles for poor countries in need
- Any questions or concerns may be sent to: Lion Ron Rich
casper101@windstream.net

District 31-I
Installation and Awards Luncheon
Saturday, July 24, 2021 11:00 am

Harold B. Jarrett American Legion Post
 1024 Lincolnton Rd, Salisbury, NC 28144

Lunch \$10.00

Lion _____	Club _____

** Registration Deadline is Saturday, July 9 **

Make checks payable to District 31-I Lions
 Mail to: Cabinet Secretary Gary Steele
 2252 Baker Mill Road, Cleveland, NC 27013
 704-798-3472 or 704-798-3471 (Elizabeth)
 pccgarys@gmail.com

Agenda: 11:00 am - 2019-20 Awards & 2020-2021 Awards
 12:30 pm Luncheon
 Installation & First Cabinet Meeting after Lunch

2021-2022 District Governor Visits

Here is the proposed District Governor club visit schedule for the 2021-2022 Lions year. Please take a look at and save your clubs date. Remember that there are no other programs or events during this planned DG visit. The District Governor and Zone Chairperson will be in attendance. The Club President and Secretary will receive an email reminder 2 meetings prior to the visit. If the scheduled date is not on your meeting date and needs to be rescheduled please contact Wayne at wkennerly@aol.com or Elizabeth Steele at lrsteele@hughes.net.

Yours in Lionsim,
Elizabeth Steele
Assistant to
H. Wayne Kennerly



Visit Date	Club	Visit Date	Club
7/7/21	Salisbury	10/4/21	Elkin
7/8/21	Bethlehem	10/7/21	Denton
7/12/21	Taylorsville	10/12/21	Kernersville
7/15/21	North Wilkesboro	10/14/21	Linwood
7/20/21	Boone	10/26/21	South Iredell
7/22/21	Walnut Cove	10/28/21	Thomasville
7/26/21	Pinnacle	11/2/21	Wallburg
8/3/21	Sparta	11/4/21	Midway
8/5/21	Creston River-view	11/8/21	Pilot
8/10/21	Dobson	11/11/21	Southmont
8/12/21	West Iredell	11/15/21	Davis-Townsend
8/16/21	WS Konnoak Hills	11/16/21	Lexington Downtown
8/17/21	West Jefferson	11/22/21	West Lexington
8/24/21	King	1/3/22	Cleveland
8/26/21	Churchland	1/4/22	Concord
9/2/21	WS. Twin City Host	1/11/22	Hasty
9/7/21	Yadkinville	1/13/22	Mt. Pleasant
9/14/21	Mt. Airy	1/18/22	Rockwell
9/16/21	Mocksville	1/20/22	Odell
9/20/21	Fairgrove	1/25/22	North Davidson (County)
9/21/21	Lake Norman	1/28/22	Charlotte Central
9/27/21	Mooresville	2/1/22	Harrisburg
9/28/21	Troutman	2/2/22	North Charlotte
		2/4/22	Charlotte South Park
		2/7/22	Davidson
		2/8/22	Mint Hill
		2/14/22	Charlotte Southern
		2/21/22	Hickory Grove
		2/28/22	Derita

2020-2021 Lions Year Comes to a Close

Hopefully, your club has elected your officers for 2021-22. Reporting the elections to MyLCI is your next priority. Your Global Leadership Team (GLT) is readying plenty of opportunities to receive useful information and training on their officer positions.

Here are the dates of the scheduled training sessions:

(All meetings will be a Zoom meeting)

****Presidents & Vice Presidents:**
Sat., June 5 9AM & Tues., June 8
8:30PM

****Secretaries/Treasurers**
Wed., June 9 7PM & Sat., June 12
10AM

****Zone Chairs Sunday June 27 8PM**

****Tail Twisters Tuesday June 29 7PM**

You may join the session that best suits your availability. Using the information posted in MYLCI, we will email the officers information regarding training dates and self-learning opportunities. Additional training is available using the Resources in MyLCI. Materials include “How to Run a Meeting” and “Public Speaking”. We will also send information regarding the Zoom meeting time and the invitation to join. Our team is also available to assist a club in the use of Zoom for meetings.

Tail Twisters are not posted to MyLCI, therefore we must rely on club officers to send us their names and email addresses.

Our team can help in these most important steps to begin the new year. Let us know if we can assist.

PDG George Culp GLT District 31-I

liongeorgeculp@gmail.com 704 906 8568

Membership plan for N.C. District 31I

1. Create an awareness of Lions Organization (start with local, but be prepared to discuss state and international). You must educate yourself about our organization and who we are. Word of mouth is the most powerful recruiting tool you have. Market your club and sell the rewards of being a member to your prospect. Make sure you have a working list of prospects and spend some time working it.
2. Make personal contact with prospects and be direct about why they would be important to your club. Use of social media, email, video, brochures, and posters would be an advantage to you also. Don't forget about maybe hosting a local event. Be sure to be positive, friendly and personable with your approach.
3. Make it easy for a prospect to get involved. Consider asking prospects to attend a club project before joining; this allows them to see first-hand what you do. Consider waiving join fees (the club could pay them) and be sure to explain exactly everything that comes with membership. Focus on the personal reward we get from helping others.

4. Always make you prospect feel important and welcome. Remember, you are inviting them to join you and pay dues. You might consider driving to their home or business and picking them up for events. Some prospects may be interested in hearing about awards given for service, but most do not care. Be prepared to cover every base with them
5. Focus on the values of being a Lion. Give personal testimony when you can. Have community members who have received assistance from your club speak to them. If you can arrange it, take them to Camp Dogwood to see what we do as Lions. This may be the most important tool we have to convince someone to joins us.
6. Finally, you must understand the bottom line is “what are we going to do to recruit new members”. If you do nothing, things will stay the same. You must put forth some effort into recruitment. Make it personal to you. Now let's get to work fellow Lions!
7. If we each get one new member, we double in size.....think about that!

PDG David Smoot, Global Membership Chair 31-I

CLUB NEWS



Lexington Downtown Lions Club presents the “40th” Annual Dave Conrad Lions Memorial Golf Tournament

Wednesday, September 1, 2021

(rain date Wednesday, September 8, 2021)

**Lexington Golf Club
Country Club Drive, Lexington**

- *\$225.00 Entry Fee for four-man team
- *\$5.00 per player for “Mulligans”
- *\$100.00 for a Hole Sponsorship

**BARBECUE PARTY!!!
(Immediately following afternoon play)
GREAT PRIZES!!!**

***Door Prizes *Longest Drive *Closest to Pin**

For questions/entry call **Mark Breeden @ 336-309-0530**
or mail this form along with your check payable to:

*Lexington Downtown Lions Club
PO Box 571
Lexington, NC 27293-0571*



LEXINGTON DOWNTOWN

have changed their meeting day from Tuesday to 1st and 3rd Thursdays of each month. This change begins tomorrow 5-5-2021 at noon at the Barbecue Center, 900 North Main Street, Lexington, NC 27292.

District
Brighter
Visions Goal
\$145,000

Brighter Visions Update

As of May 28th, Lions Clubs in District 31-I have contributed \$79,935 to Brighter Visions. There are at least 16 clubs who have not yet contributed to Brighter Visions. Now is the time to make those contributions so we can continue those programs we as Lions support to assist our VIPs.

If you haven't donated yet, please make a contribution to Brighter Visions before June 30th. If you have donated, are you able to donate a little more? Remember, our VIPs are counting on us!

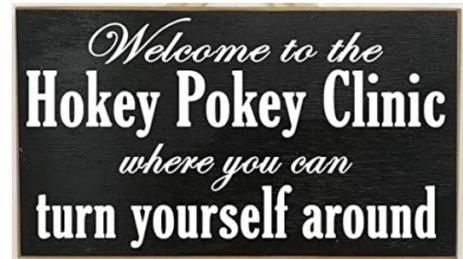
Now it's time for everyone's favorite Tail Twister to speak some words of foolishness in:

THE IDIOTT CIRCLE

Where O where has The IDIOTT gone?? O where O where can he be?? Missing from the May newsletter was IDIOTT CIRCLE, my attempt to make our fellow Lions smile, giggle & maybe, just maybe, a hearty laugh out loud moment. Was I missed?? Judging by the emails, texts & calls I received, well ...

BUT, things were happening that we couldn't control! NO district cabinet or convention meetings, NO state convention, there's only so much an IDIOTT can take!! SOOOO many opportunities with our LIONS FAMILY for jokes, stories, skits, laughs, & donations ... or fines as some may say, LOL, didn't happen. BUT all around the world, there was something happening beyond description that words can't express. AND it was happening to me! I needed HELP, ADVICE, WISDOM, GUIDANCE! Where could I go to or who could I turn to! AND THEN, it hit me like a bumper car at the county fair!! YES, there was a light at the end of the tunnel! Why didn't I think of this sooner? I must go & find the Beacon Of Bugtussle, The Woman Of Wisdom, Madame Gayle of Cobb!!

After she listened to my story, she paused, then led me out into the night to the large wooden door of a Spanish mission. Then she lit up a candle & she showed me the way, there were voices down the corridor, I thought I heard them say, Welcome to the Hokey Pokey Clinic, such a lovely place, such a lovely place. You can turn yourself around at the Hokey Pokey Clinic, anytime of year, you can find us here.



I had a very unusual team of doctors who examined me thoroughly. They put their heads together, and they said, "IDIOTT you need special care, you've got a special Doctor waiting for you there, California is the place you need to be", so I loaded up my truck & drove to Beverly Hills that is, swimming pools, movie stars! So I got out there & met my specialist, Dr. Granny Daisy Moses. She's a small woman, with some special doctoring techniques, not like those big city doctors you hear

about. After 6 weeks of quiet times & a very special elixir, kept in a brown jug with 3 big X on it, Dr. Granny pronounce me cured!! I have since traveled back home & been cleared for duty by my personal physician, Dr. DeWayne Walker of Cleveland. I took a few photos of my doctors & the Hokey Pokey Clinic, for proof of my story. HOWEVER, there are no pictures of Madame Gayle of Cobb nor Dr. DeWayne Walker as they love their privacy.



I will give an honorarium in your name to Brighter Visions for 2 Lions that can name the 2 songs used in the story above by emailing me at c.beckster@hotmail.com. If you wish to make an honorarium or memorial donation in my name this year or since we haven't had a chance to ask our fellow Lions for fines... I MEAN donations, give extra at your club or use the Honorarium/Memorial program for Brighter Visions also. THANKS!!

District 31-I Newsletter is published monthly.

DEADLINE for inclusion of articles is the 20th of each month if by email. Cost of producing and distributing this publication is paid from member dues received.

Newsletters sent by email are available on the day of publication. USPS mailings are received a week after publication and cost a minimum of \$.50 to mail; and depending on the number of pages in each edition, could cost \$.71 to \$.92 cents per issue to mail.

All articles, announcements, etc. for inclusion in the District 31-I Newsletter should be sent to:

Lion Dianna Wald

PO Box 1260

Denton, NC 27239 or diannamwald@gmail.com.

Please send all submissions as a Word Document and pictures in a separate .jpg file. Mail to arrive by the 20th of the month.

Address corrections or additions for USPS or email should be sent to

Lion Susan Mathers

6700 Pine Lake Lane,

Mint Hill, NC 28227 or susanmathers@gmail.com.

LIONS TRIVIA

Who challenged Lions to be “Knights for the Blind”?

Send the answer to this question to diannamwald@gmail.com.

First one with the correct answer wins a prize!

International Association of
Lions Clubs
Lion Donald Cobb
District Governor, 31-I North Carolina
3 Coleman Drive
Sparta, NC 28675

