



## **27-D1 GMT/GLT Planning Meeting**

08/02/15 9:30am-10:30am Dodge Bowl, Dodgeville WI

### **A. 2015-16 GOALS (p 2-4)**

### **B. ATTRACTING NEW MEMBERS & KEEPING THE ONES YOU'VE GOT WORKSHOP (p 5-6)**

### **C. CENTENNIAL CELEBRATION MEMBERSHIP AWARDS (p 7-8)**

### **D. ACADEMY AWARDS – Lion of the Year & Club of the Year (p 9-12)**

- a. Review materials (All) - attached
- b. Email materials to each club officer team week of 8/3; story in Sept. *Wisconsin Lion*

### **E. CLUB EXCELLENCE PROCESS (CEP)**

#### **A. Club Status Updates**

- a. In Process - Portage , Beloit & Token Creek

#### **B. CLUBS UNDER 20 MEMBERS**

- a. Fennimore - 14 -
- b. Madison Evening – 7 – (2) Guiding Lions assigned
- c. Platteville - 13 – Repeatedly refused assistance
- d. Portage – 12 - CEP in process
- e. Potosi-Tennyson – 14
- f. UW Platteville – 0 – Team being developed to re-launch club Fall of 2016

**Discussion (All) - How to help/support these clubs? Who involved... PDGs? Guiding Lions? CEP Facilitators?**



## Global Leadership Team (GLT) Goals

### GLT Team

**Chair – Al Johnson**

[aj542012@gmail.com](mailto:aj542012@gmail.com)

608-846-3069

**Co-Chairs –**

**Rob Sherman**

[pdgrobs@gmail.com](mailto:pdgrobs@gmail.com)

608-838-6751

608-695-4511

PDG Bob Faliveno

608-437-4367

[bobnbecky@gmail.com](mailto:bobnbecky@gmail.com)

1<sup>st</sup> VDG Eric Holthaus - [ericholthaus@yahoo.com](mailto:ericholthaus@yahoo.com) or 608-317-4238 or 608-325-4321

Bill Clausius - [lionbc@charter.net](mailto:lionbc@charter.net) or 608-825-1465

Jerry Schmitz - [jerryschmitz76@yahoo.com](mailto:jerryschmitz76@yahoo.com) or 608-987-3897

Create & roll out a Zone Chair Leadership Skills Assessment by the October 2015 Cabinet Meeting.

- Follow up with individual training opportunities for each ZC - by January 2016.
- Help ZCs set Lionistic goals (what do they want to do beyond ZC) - by June 30, 2016.
- Develop a zone program to help create change for zone participation.

### Zone Chair Training

- Conduct 2 initial Zone Chair Training Sessions by early May 2015.
- Follow up Training prior to Cabinet Meetings throughout the year.

Conduct 3 Officer Training Sessions in Spring 2016.

- Refresh Officer Training materials/presentations.

### Lion Mentoring

- Create & implement a mentoring program - by June 30, 2016.

Promote upcoming training opportunities to Lion leaders & Lions. (ongoing)

- Verbal presentations at Club, Zone & Cabinet Meetings.
- Monthly Healthy Club emails from GMT Coordinator.

Create a future District leader prospect list that includes Lions from across the District - by June 30, 2016.



## Global Membership Team (GMT) Goals

### Chair- Tammy Rockenbach

[lzrock@charter.net](mailto:lzrock@charter.net)

608-835-8426

608-438-9572

### Extension –Start 1 new club

Chair- John Elvekrog, [john.elvekrog@plantpioneer.com](mailto:john.elvekrog@plantpioneer.com) or 608-873-8180, 608-575-7680

- Potential clubs at... Edgewood (campus), EPIC (E-club), Black Earth (traditional), Winners Circle (Champion club)
- Identify potential communities with no service clubs for future extension efforts

### Membership - Increase new members by 2.5% (approx. net 1 new member/club)

- **CEP** – 8 additional clubs participate. Contact Falivno for more info or to start CEP.
  - Chair- Bob Falivno, [bobnbecky@mhtc.net](mailto:bobnbecky@mhtc.net) or 608-437-4679
  - Facilitators/Guiding Lions
    - Rob Sherman, [pdgrobs@gmail.com](mailto:pdgrobs@gmail.com)
    - Gary St. Louis, [lousue@charter.net](mailto:lousue@charter.net)
    - Eric Holthaus, [ericholthaus@yahoo.com](mailto:ericholthaus@yahoo.com)
    - Laurie Holthaus, [laurieholthaus@yahoo.com](mailto:laurieholthaus@yahoo.com)
    - Greg Clark, [2goclark@gmail.com](mailto:2goclark@gmail.com)
    - Dick Schwedrsky, [mcfliondick@gmail.com](mailto:mcfliondick@gmail.com)
    - Randy Harrison, [randy@prairiehog.com](mailto:randy@prairiehog.com)
    - Tammy Rockenbach, [lzrock@charter.net](mailto:lzrock@charter.net)
    - Al Johnson, [aj542012@gmail.com](mailto:aj542012@gmail.com)
    - Jodi Burmester, [jodi.burmester@gmail.com](mailto:jodi.burmester@gmail.com)
- **Growth Team** – Assist new & existing club with hands-on member recruitment. Existing clubs will have to complete Club Member Survey portion of CEP prior to being eligible for the Growth Team to come in. Assign each club under 20 members a team member to act as their mentor.
  - Chair- Randy Harrison, [Randy@prairiehog.com](mailto:Randy@prairiehog.com), 608-837-8882 or 608-334-5513
  - Growth team
    - Rob Sherman, [pdgrobs@gmail.com](mailto:pdgrobs@gmail.com) or 608-838-6751 or 608-695-4511
    - Neil Winchell, [neilwinchell@centurytel.net](mailto:neilwinchell@centurytel.net) or 608-854-2769 or 608-346-4272
    - Gary St. Louis, [lousue@charter.net](mailto:lousue@charter.net) or 608-837-2809
    - Jerry Schmitz, [jerryschmitz76@yahoo.com](mailto:jerryschmitz76@yahoo.com) or 608-987-3897
- **Assist clubs with under 15 members**



## Manage Change . Communicate . Serve 2015-16 Zone Chair Manual

**Retention** – Chair Rob Sherman, [pdgrobs@gmail.com](mailto:pdgrobs@gmail.com) or 608-838-6751 or 608-695-4511

- Reduce drops to 165
- Continue dropped member Exit Interview Program
- Reinstatement Specialist – Chair- Warren Koenig, [wjamkoenig@centurytel.net](mailto:wjamkoenig@centurytel.net) or 920-382-7446
  - Reinstate 50 members (approx. 1/club)
- Awards & Recognition Specialist – Chair- Lisa Ruth Krueger, [lisa.krueger@ymail.com](mailto:lisa.krueger@ymail.com) or 608-347-0577
  - Encourage all clubs to implement awards & recognition programs (formal & informal).
  - Administer Lions Academy Awards Contest at the District Convention Closing Banquet.

**Orientation** – Chair- Jim Fletcher, [jkfletcher@tds.net](mailto:jkfletcher@tds.net) , 608-845-6067 or 608-513-6481

- Conduct an orientation in each region & at Officer Training Sessions in spring 2016

**Family & Women in Lions** – Chair- Karen Knox, [karenrknox@gmail.com](mailto:karenrknox@gmail.com) or 608-723-4354

- Increase female membership by 5% (approx. 26 new women Lions)
- Introduce Clubs to the reduced dues for family members program and Cub Program



# How To Attract New Members & Keep The Ones You've Got

**Saturday, September 26  
9 am - 1 pm**



*Evangelical Lutheran Church, 315 E. Main St., Mt Horeb*

Members are the life blood of every club, yet many of our clubs struggle with how to recruit new members and how to keep their current members. If your club is having a hard time recruiting &/or keeping members, this Workshop will provide ideas and resources that can be taken back and implemented in your own club.

This is an interactive Workshop so attendees should be prepared to share and interact with the presenters and other participants.

### Tentative Agenda

- **Learning From Example** - A panel discussion and Q&A with some of 27-D1's most successful clubs at growing/retaining members.
- **Are You Ready For New Members?** - Tools and support to help clubs determine if they are meeting their members' and communities' needs.
- **Creating A Culture of Recognition**
- **Centennial Service & Membership Programs**
- **Making & Implementing Membership Growth Plans**
- **Idea Sharing / Open Discussion**

### Registration Fee

\$5/attendee for lunch.

- Checks made out to District 27-D1 with 'Membership Workshop' in the memo line

### Questions?

Lion Jodi Burmester  
jodi.burmester@gmail.com  
608-444-9123

Club Name	
Club Contact	
Email	
Phone	
Registrant Name	Office, if any
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
Amount Enclosed	
Checks payable to: District 27-D1 with 'Membership Workshop' in the memo line	
<b>Return this registration form &amp; \$5/attendee by September 14th to:</b>	
2nd VDG Jodi Burmester	
517 Seven Nations Dr, Madison, WI 53713	
5	



# 27-D1 Membership Trends – by Club

6/1/09 – 6/30/15

	6 YEAR TOTALS		
	ADDS	DROPS	NET
Albany	31	29	2
Argyle	8	14	-6
Arlington	9	20	-11
Belmont	26	22	4
Beloit Evening	6	20	-14
Beloit Noon	32	49	-17
Boscobel Area	9	21	-12
Brodhead	20	21	-1
Cassville	25	18	7
Cobb	5	8	-3
Cottage Grove	28	26	2
Cross Plains	22	22	0
Cuba City	25	42	-17
Darlington	12	17	-5
Deerfield	5	6	-1
DeForest	27	20	7
Dickeyville-Kieler	15	9	6
Dodgeville	14	10	4
Edgerton	23	27	-4
Evansville	10	14	-4
Fennimore	13	10	3
Fitchburg	13	12	1
Hazel Green	21	28	-7
Highland	8	26	-18
Iowa Grant	11	9	2
Janesville Noon	18	27	-9
Lake Wisconsin	22	26	-4
Lancaster	34	16	18
Madison Central	26	35	-9

	6 YEAR TOTALS		
	ADDS	DROPS	NET
Madison Evening	2	14	-12
Madison West	32	19	13
Marshall	73	52	21
Mazomanie	19	26	-7
McFarland	36	29	7
Middleton	36	21	15
Milton	31	15	16
Mineral Point	18	16	2
Monroe	33	23	10
Monticello	12	14	-2
Mount Horeb	13	23	-10
Muscoda	33	36	-3
New Glarus	28	42	-14
Oregon Brooklyn	17	12	5
Orfordville	33	0	33
Pardeeville	24	14	10
Platteville	8	11	-3
Portage	7	9	-2
Potosi Tennyson	8	29	-21
Shullsburg	13	10	3
Stoughton	28	43	-15
Sun Prairie	57	64	-7
Token Creek	12	11	1
UW Campus	190	171	19
UW Platteville	41	71	-30
Verona	14	6	8
Waunakee	15	36	-21
West Grant	15	33	-18
Wisconsin Dells	19	21	-2
	1,385	1,475	-90

### Top 7 Most Added

1. Marshall – 73
2. Sun Prairie – 57
3. Middleton – 36
4. McFarland – 36
5. Lancaster – 34
6. Monroe – 33
7. Muscoda – 33

### Top 6 Least Dropped

1. Deerfield – 6
2. Verona – 6
3. Cobb – 8
4. Dickeyville-Keiler – 9
5. Iowa Grant – 9
6. Portage – 9

### Top 6 Net Members

1. Marshall – 21
2. Lancaster – 18
3. Middleton – 15
4. Madison West – 13
5. Pardeeville – 10
6. Monroe - 10

# Lions Centennial Celebration July 2014 - June 2018

**4 Service Projects** a year

**3 New Members** a year

**2 Years To Plan...**

**1 Big Party!**

Contact your  
District Centennial  
Coordinator or MD27  
Coordinator for  
assistance.

MD27 Coordinators  
ID Karla Harris  
Lion Jodi Burmester

#### District Coordinators

- A1 - Greg Pryor
- A2 - Mark Hintzmann
- B1 - Gary Silah & Ken Rhode
- B2 - John Mastalir
- C1 - Susan Habrat
- C2 - Sandra Larson
- D1 - Tammy Rockenbach
- D2 - Art Marson
- E1 - Lee & Mary Vrieze
- E2 - Connie LeCleur-Meyer

WHERE THERE'S A NEED  
**THERE'S A LION**



**lions100.org**

MD27 Wisconsin - Burmester

**4 Service** - The heart of every Lion & Club is our service. Conduct at least 1 service project in our 4 core areas each year:

- Youth
- Vision
- Hunger
- Environment

Report those activities on your Club's monthly Activity Report to earn special recognition in the Centennial Service Challenge.

**3 Growth** - New members bring new energy, ideas and hands to help. Grow your club by 3 members a year or sponsor a new club to earn

special recognition. And, the longer those new members/clubs stay in good standing, the more rewards you will earn.

**2 Plan** - How will you and your club celebrate this milestone? As with any project or event, we need to plan. Clubs should assign a Centennial

Service Coordinator & committee now to begin planning your club's Centennial activities.

**1 Party** - However you decide to celebrate the Lions Centennial, make sure that you include celebrations for both your

members and the community. Ideas can be found at [lions100.org](http://lions100.org) or at [www.wisconsinlions/100.org](http://www.wisconsinlions/100.org).

On a State level, plans are underway for three major parties over the next three years. Look for more information as it becomes available.



# Membership Awards

[www.lions100.org](http://www.lions100.org)

The Centennial Celebration Membership Awards give Lions & Clubs the opportunity to be a part of our Centennial Celebration marking 100 years of Lions serving our communities.

## LIONS CAN EARN SPECIAL AWARDS BY:

1. **Sponsoring a New Member** & be immediately recognized as a Centennial Sponsor to receive a Limited Edition pin & certificate.
2. **Helping Organize a New Club** & be immediately recognized as a Centennial Club Organizer to receive a Limited Edition pin & certificate.

**Earn More Rewards.** Lions automatically qualify to earn additional awards once they sponsor a new member or help organize a new club. The longer new members & new clubs stay active & in good standing, the more rewards a Lion can earn!

**Silver Centennial Lion** - Earn the Silver Centennial Lion award once the new member or new club remains in good standing for 1 year & a day. Silver Centennial Lions will be recognized in the following ways:

- A Limited Edition Silver Centennial pin
- Name featured on the LCI Centennial website

**Gold Centennial Lion**- Earn the Gold Centennial Lion award once the new member or new club remains in good standing for 2 years & a day. Gold Centennial Lions will be recognized in the following ways:

- Limited Edition Gold Centennial pin
- Name featured on the LCI Centennial website
- Recognition at area forums & district conventions

### **Diamond Centennial Lion**

Earn the Diamond Centennial Lion award once the new member or new club remains in good standing for 3 years & a day. Diamond Centennial Lions will be recognized in the following ways for their special achievement:

- Limited Edition Diamond Centennial pin & certificate
- Featured with fellow achievers in LION Magazine
- Photo featured on the LCI Centennial website
- Recognition at LCI's International Convention
- Recognition at area forums & district conventions

## LIONS CLUBS CAN EARN SPECIAL RECOGNITION BY GROWING THEIR CLUBS & HELPING TO GROW LIONISM IN THEIR AREA.

### **Premier Centennial Lions Club**

1. **Induct At Least 3 New Members** during any one of the fiscal years of the Centennial Celebration & your club will be recognized as a Premier Centennial Lions Club. (New members must remain active for 2 years & a day)

OR

2. **Sponsor a New Club** during any one of the fiscal years of the Centennial Celebration & your club will be recognized as a Premier Centennial Lions Club. (New club must remain active for two years & a day)

### **Premier Centennial Lions Clubs will:**

- Receive a Limited Edition banner patch
- Have Club name posted on the LCI Centennial website
- Recognized at International Convention, area forums & district conventions

### **World Class Centennial Lions Club.**

1. **Induct At Least 3 New Members** in each of the 3 fiscal years of the Centennial Celebration. (New members must remain active throughout Centennial Celebration)

AND

2. **Sponsor A New Club** during at least one of the fiscal years of the Centennial Celebration. (New club must remain active & in good standing for at least a year & a day)

### **World Class Centennial Lions Clubs will:**

- Receive a Limited Edition banner patch & special award presented by the district governor
- Custom-designed pin for each active member of the club
- Club listed in LION Magazine & on the LCI Centennial website
- Special recognition at International convention, area forums, & district conventions



## **27-D1 Grassroots Lion of the Year (2015-16)**

**Submit completed Nomination Form & a photo of your candidate on or before 2/5/16 to:  
Lion Lisa Ruth Krueger, 935 Hemlock Dr, Verona WI 53593 or lisa.krueger@ymail.com**

Lion of the Year will be chosen based on a blind vote by the District Governor Team,  
Zone Chairs & Global Membership & Global Leadership Teams

Winners announced & presented their award at the 3/5/16 D1 Convention Closing Banquet

**Nominee Name**

---

**Years as a Lion**

---

**Club Name**

---

**Nominator Name**

---

**Nominator Phone & Email**

---

**Why does this Lion deserve to be named Grassroots Lion of the Year? (500 words or less)**



27-D1 has amazing clubs who are conducting fantastic service projects & we want to recognize you for it.

Get your club in the running for this prestigious honor by living up to our motto, 'We Serve'.

Questions?

Lion Lisa Ruth Krueger

608/347-0577

[lisa.krueger@gmail.com](mailto:lisa.krueger@gmail.com)

# CLUB OF THE YEAR

## 2015-16 CONTEST RULES

**NEW**

**All nominated clubs & Lions/Lioness will be recognized in a number of ways throughout the 2016 District Convention... March 4-5, 2016 at the Marriott Madison West, Middleton.**

- The Contest runs 2/1/15 through 1/31/16.
- Contest Nominations Forms must be sent on or before 2/5/16 to:  
Lion Lisa Ruth Krueger  
935 Hemlock Dr.  
Verona, WI 53593  
[lisa.krueger@gmail.com](mailto:lisa.krueger@gmail.com)
- Clubs will be judged on a point system in the categories of:
  - Membership development
  - Communication/PR
  - Club activity
  - Flat Louie/activity beyond the club
  - See the Official Nomination Form for details.
- **CLUBS DO NOT HAVE TO COMPLETE EVERY ITEM ON THE NOMINATION FORM**
- In order to make the Contest fair for clubs of all sizes, the following formula will be used:
  - $\text{Points} \div \text{No. of Members on 2/1/15}$
  - For example: A club with 20 members and 100 points will have 5 pts/member. The higher the pts/member, the better!
- **THE CLUB WITH THE HIGHEST POINTS/MEMBER WILL BE NAMED 27-D1 LION CLUB OF THE YEAR** during the Closing Banquet of the 2016 District Convention at the Marriott Madison West on Saturday, March 5th.
- In the event of a tie, the club with the most Flat Louie/activity beyond the club will be named the winner. 10

## 27-D1 Club of the Year (2015-16)

Submit completed Nomination Form & documentation on or before 2/5/16 to:  
Lion Lisa Ruth Krueger, 935 Hemlock Dr, Verona WI 53593 or [lisa.krueger@ymail.com](mailto:lisa.krueger@ymail.com)

Contest runs 2/1/15 - 1/31/16. Winners announced at 3/6/16 D1 Convention Closing Banquet.

For complete rules, visit [www.lions27d1.org](http://www.lions27d1.org)

**CLUB NAME**

---

**CONTACT NAME / PHONE / EMAIL**

---

**Service**

**Points**

Service Projects (as reported on Club Activity Report)\* 10 pts each

**Membership Development**

Net growth in members \* (2/1/15 - 1-31/16) 50 pts

Attendance @ October Regional Zone Meeting 5 pts / attendee

**Flat Louie / Activity Beyond the Club**

Participation in another clubs activities/fundraisers 5 pts / attendee at other clubs'  
events/projects/meetings

---

---

**TOTAL** 0

*Please document the project dates, etc on the back. Add additional pages as needed.*

*\* Attach your club's Service Activity Reports to report service projects*

**Activity Details - Provide details (service project/date/# attendees, etc) of your Club activities**

Submit completed Nomination Form & documentation on or before 2/5/16 to:

**Lion Lisa Ruth Krueger, 935 Hemlock Dr, Verona WI 53593 or [lisa.krueger@gmail.com](mailto:lisa.krueger@gmail.com)**

Contest runs 2/1/15 - 1/31/16. Winners announced at 3/6/16 D1 Convention Closing Banquet.

For complete rules, visit [www.lions27d1.org](http://www.lions27d1.org)

Event	Date	Category		# Attending
		Oct Regional Zone Meeting	Flat Louie	

*Add additional pages as needed. \* Attach your club's Service Activity Reports to report service projects*