



We Serve



October 2024

DG John Hand - "Opening New Doors"

I want to first thank everyone who sent cards and well wishes during my recovery from an unplanned hip replacement surgery. It obviously impacted my plans but I am making progress and started driving this week. During my recovery several people jumped into the deep end to make the District 39W Convention happen, especially Esteban Galan, Lisa Gier, Katrina Thompson, and Amy Jauregui. A huge thank you!



It is hard to believe but October is rushing by and the Convention is this coming weekend on October 18-19.

For those of you who have registered, thank you! You will receive an email soon this week with agenda details, parking instructions and the like.

If you have not registered, it is not too late! We announced two weeks ago that triple gold-medalist **Kristin Armstrong** will be our keynote on Saturday morning! In addition to Kristin, we have extensive networking times, high-value breakouts and training on The Outward Mindset. Plus, we'll have some fun along the way!! If you have any questions, call me at 208-869-8007.

Please join us by registering here at <https://lions39w.org/>.

After the convention, I will resume visits to clubs with Emmett and Caldwell. I look forward to visiting each of you in the months ahead.

Excited to see you at the convention!

All the best,
John



39W CONVENTION ANNOUNCEMENT

KEYNOTE SPEAKER

KRISTIN ARMSTRONG



Kristin Armstrong is the most decorated U.S. women's cyclist of all time and the best time-trialist in sports history. She is a three-time Olympic Gold Medalist, two-time World Champion and has won six U.S. National Championships.

VDG Peggy Hess

Lions International is an awesome learning place. Log in and click the learning button at the top. All officers and committees have information. It is easy to navigate. My club is working hard for eye exams and glasses. We gave to the choir at Minico for helping at the BBQ, the Santa Mall, and the Boys and Girls club. Hope to see you all at Midwinter/Fall.

Peggy Hess
Vice District Governor
Email: peggjess@pmt.org





39W Lions Convention

The poster features a purple background with a faint image of a city skyline. At the top left is the Lions International logo. To its right, the text "39W Lions Convention" is written in white. Below this, a white door icon is followed by the text "Opening New Doors" in white. Further down, the text "We're on a mission to serve. Join us - as a leader, as a Lion!" is written in white. Below that, the dates "October 18-19, 2024" are written in yellow. At the bottom, the location "Boise State University Campus" is written in white. In the bottom left corner is another Lions International logo, and to its right, the text "John Hand District Governor 2024-2025" is written in white.

 **39W Lions Convention**

 **Opening New Doors**

We're on a mission to serve.
Join us - as a leader, as a Lion!

October 18-19, 2024

Boise State University Campus

 John Hand
District Governor
2024-2025

District 39W Convention Agenda Summary

Friday, October 18

- **Proletariat Winery**
- Address: 106 E. 36th Street, Garden City ID
 - 3:00-4:30 39W Cabinet Meeting
 - 5:30-8:30 Opening Reception (Italian Dinner & Music)

Saturday, October 19

- **Boise State University, College of Business & Economics (COBE)**
- Address: 2360 University Dr (intersection of University & Capitol)
- Parking included all day in Brady Garage adjacent
 - 7:30-8:15 Breakfast
 - 8:30-9:00 Welcome and District Business
 - 9:00-11:00 “Outward Mindset” Leadership Training with Fun Break
 - 11:00-Noon Keynote: Kristin Armstrong, 3x Gold Medalist
 - Noon-1:00 Lunch
 - 1:00-4:30 Breakout Sessions
 - Wassmuth Center/Anne Frank Memorial Tour
 - Marketing & Communications
 - The Art of the Ask: Engagement & Growth
 - 4:30-5:00 Wrap-Up and Recognition

White Dog Brewing Reception and After Party

- Address: 705 W. Fulton St (Boise)
 - 5:30-7:00 Reception (lite pub fare, included with registration!)
 - 7:00-10:00 After Party fundraiser for Idaho Trails Association
-

**“The Heart of a Lion”
Multiple District 39’s LCIF Fundraiser**

Do you know a special Lion in our Multiple District? One that exemplifies all that being a Lion is about? Perhaps, they are a Lion mentor to you, other Lions or, your club. They might be involved in many ways at one or more Lion leadership levels. They might also be the soft-spoken Lion that is always there for your club activities and projects.

Whether you know of one or many special MD Lions, you can honor them by purchasing a heart or hearts for each, during the “Heart of a Lion” fundraiser. The **cost is \$10 per heart**. Hearts can be purchased **October 1-December 31**. **All funds will be donated to LCIF on behalf of our MD 39** to be used to award a MD Melvin Jones Fellowship. All recipients’ names will be displayed at the MD 39 Convention plus, listed in both the district and Multiple District newsletters next spring.

To add to the fun, the Lions Club with the most hearts purchased by members/club will receive a special bronze Lion with their club name and “The Heart of a Lion” engraved. This will be awarded at the MD 39 Convention at Sun Valley.

To purchase a heart/hearts:

- 1) Write a **check** to **LCIF** for the total amount of hearts purchased. (\$10 per heart)
- 2) Enclose a list of the **names** of the Lions to be recognized for having “The Heart of a Lion” and the name of Lion and/or club purchasing hearts.
- 3) Mail check(s) to **Council Chair Betty Simpson, 1760 Sunset St., Weiser, ID, 83672**.

Your MD 39 LCIF Coordinators’ Team,
MD 39 Coordinator, CC Betty Simpson
39E Coordinator, PDG Lyndon Rinehart
39W Coordinator, Lion Rick Shurtleff

Dear Lions,

Our “Heart of a Lion” fundraiser kicked off on October 1, and runs through December 31. Nine days into this fundraiser, we already have **12** “Heart of a Lion” recipients! **ROAR!** This fundraiser will raise funds toward a Multiple District (MD) Melvin Jones Fellowship at the MD Convention in Sun Valley. The number of MD MJF awards presented will be based on the number of donations. (Note: Funds for one, MD MJF award was raised at the MD Convention held this past May during IPCC Cliff Hart’s term.)



Q- Will the Lion’s name making the donation be disclosed?

A- No, for privacy reasons. Only the “Heart of a Lion” recipient will be listed at the MD 39 Convention and in the district/MD newsletters. It will up to the donor to decide if they wish to let the “Heart of the Lion” recipient know.

Q- Why do I also need to give my name as a donor?

A- This will be used to double-check the club credit toward our MD “Heart of a Lion” bronze Lion award presented to the club with the most hearts purchased.

Each “Heart of a Lion” recipient will also be receiving a small token of appreciation (a red felt heart with paw print with ribbon to hang it) which is being created by a MD Lion.

Thank you, to 39E VDG Paula for creating the “Heart of a Lion” design using AI.

Our Warm Regards,

Your MD LCIF Team-

Multiple District 39 Coordinator, CC Betty Simpson

39E District Coordinator, PDG Lyndon Rinehart

39W District Coordinator, Lion Rick Shurtleff

District Marketing Chair Monthly Marketing and Communications Message

By: Katrina Thompson

With only **two and a half months** left until the end of 2024, Lions Clubs in District 39 W have a valuable opportunity to strengthen marketing and communications efforts. Here are key strategies to focus on as we finish the year strong:



1. Storytelling with Impact:

Share powerful, narrative-driven content highlighting community service projects and individual member success stories. This will deepen emotional connections and showcase the real-world difference Lions Club members make. Consider sharing these stories on:

- **Social Media Platforms:** Use Facebook, Instagram, and LinkedIn to reach a broader audience. Actively like and comment on social media posts.
- **Club Newsletters and District 39 W Newsletter:** Include member spotlights and project highlights to keep your community informed.
- **Local Media Outlets:** Submit press releases or opinion pieces to local newspapers and magazines to broaden your reach.

2. Boost Social Media Engagement:

Increase activity across social media platforms. Use engaging visuals, videos, and updates about your club's latest initiatives to attract new members and supporters. Utilize:

- **Live Videos:** Broadcast events and activities in real-time to engage your audience.
- **Stories and Reels:** Share quick updates and behind-the-scenes content to keep your community engaged.
- **Join Lions District 39W Share and Discuss or Lions Multiple District 39- Southern Idaho and Eastern Oregon Facebook Pages:** Share events and activities in real-time through these channels on Facebook. Actively like, comment, and share posts through these social media channels.

3. Targeted Marketing Membership Campaigns:

Launch campaigns focused on recruiting new members, particularly younger generations. Use social media ads, webinars, and digital events to highlight the benefits of joining, such as leadership opportunities and community impact.

4. Omnichannel Communication:

Ensure consistent messaging across email, social media, and in-person communications to keep members and the community informed. An integrated strategy will help boost engagement and member retention.

5. Enhance Digital Presence:

Optimize your club's online presence by updating or improving your E-Club House pages or website for your club. This will make it easier for potential members and the general public to find information about your initiatives and get involved. Consider adding a blog or dedicated section for sharing stories and updates.

By concentrating on these key marketing and communications strategies, and sharing your stories across various channels, Lions Clubs in District 39W can finish 2024 strong and lay the groundwork for a successful 2025.

Veterans Day Parade

The Boise Bench and Valley- Mountain Branch Lion Clubs are again, participating in the Annual Veteran's Parade Saturday Nov 2nd ... The parade begins with the flyover at 10am downtown Boise. We will have an assigned location [which we don't have as of yet]..We will have a Tesla Beast vehicle [and perhaps a 1932 truck akin the Idaho Candy truck[for anyone who doesn't want to walk the one-hour parade.

There is a main command tent by the State Capitol where you can get our actual assigned location. We are inviting all Lions to join with us as we show our gratitude and respect for all our veterans and their families.

The Grand Marshall is Major General J. Garshak National Guard Apache Attack helicopter pilot with multiple deployments.

Major General Garshak is the Commanding General of the Idaho National Guard.

Please consider making a donation to the Veteran's Parade committee by going to the Idaho Veterans Day 2024 Parade website.

Also, please wear your vest... We will be handing out small USA flags to the children on the route....bring an American flag and we will need help carrying a huge flag. [approximately 25 x 20 footer.]

Families are encouraged to join us in the parade route.

And of course, dress accordingly for the weather.

The parade will proceed regardless of the weather conditions.

For further info contact FID Gary B. D'Orazio at gogaryd59@hotmail.com or 208-841-5778 or the Parade website.

IN THE SPIRIT OF LIONISM..

PS...this is televised and will be great exposure for LIONISM....

Join us for a no host lunch at the Chuck-A-Rama on Overland by the theater complex...at 1pm....

PEACE POSTER

If your club would like to participate, you need to order a packet from LCI immediately. Poster theme: "Peace Without Limits"

Nov. 15 – Posters to district chair or district governor

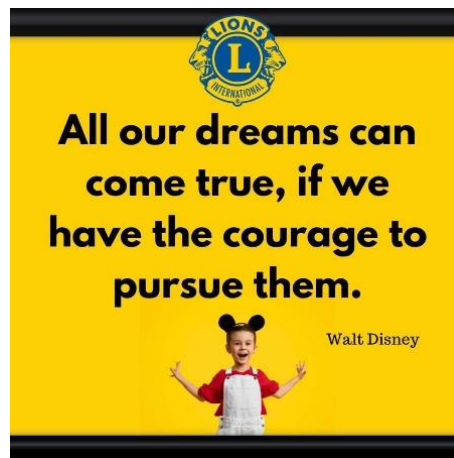
Dec. 1 – Top 3 posters to PCC Bob Saunders (bobjoy17@msn.com)

Patriotism Essay

Theme: "Celebrating America's Beauty"



Mar. 21 – Top 3 essays per grade level to district chair or district governor

Apr. 5 – Top 3 essays per grade level to PCC Bob Saunders (bobjoy17@msn.com)



If you want your new members to receive the 39W District Newsletter don't forget to send their Name and Email to the 39W Newsletter email address 39Wlionsnews@gmail.com.

Emmett Lions



Emmett Lions Club

91ST CHARTER PARTY

GUEST SPEAKER

TED THOMPSON

Little bit about our guest.

Ted is a 33 1/2 year Air Force veteran, having graduated from the US Air Force Academy and served on active duty for another nearly 30 years. Ted entered the Air Force Academy as a 17-year old in 1971, graduating and getting commissioned a 2nd Lieutenant in 1975. He flew several different types of fighters for over 25 years on a nearly 30 year active duty career that including staff duty testing new and foreign equipment to ensure our combat pilots have the best equipment our brilliant engineers and workers can dream up and build to defend America against all enemies.

Ted spent his last active tour of duty as vice wing commander of the 366th FW at Mountain Home Air Force Base. After retiring he moved back to Tucson for a little over a year before he took an AF contractor job in England for 4 1/2 years, returning to the US and Mountain Home because of the friends him and his family made here. He taught aviation-related courses in the classroom and on line for 15 years. He also became an FAA certified flight instructor and started my own flight school while managing the Mountain Home airport. Ted still instructs and is the commander of the Mountain Home Squadron of the Civil Air Patrol flying search and rescue, disaster response, military support, and cadet orientation sorties. He has been a volunteer at the Warhawk Air Museum for nearly 14 years, helping to “Bridge the Generations” and conducting STEM classes for students, as well as helping at numerous museum events including the recent Warbird Roundup.

Join us~October 26th, 2024
6pm @ La Costa Mexican Restaurant
517 N Washington Ave, Emmett, ID 83617

Please RSVP by October 21st!

Payette Syringa Lions

Payette Syringa Lions delivered 267 pairs of eyeglasses, and 3.67 pounds of pull tabs to Envision. We have also started vision and hearing testing at the local schools. Last week, we tested 192 students at Fruitland Middle School. Next week, we will be testing students at the elementary school. We will also distribute flyers to local businesses for them to display in their windows, indicating their participation in handing out candy to Trick-or-Treaters this Halloween.



The Payette Syringa Lions cordially invite you to their 40th Charter Party on Saturday, November 2nd, at 2:00 PM. The celebration will take place at the Portia Club, located at 225 N 9th St., Payette, ID. We will serve Marsala chicken accompanied by sides and dessert. The cost is \$20.00 per person (please note, we do not accept credit cards). A raffle will also be featured. Kindly RSVP by October 25th. For inquiries or to confirm your attendance, please call or text Rose Jensen at 208-867-9018.

Weiser Lions



Weiser Lions continue to keep busy with their football game concessions. This fundraiser's net profit supports the many community service activities the club does. Both Lions and Leos have been concession volunteers. Our club treated our sponsored WHS Leo Club to an appreciation pizza lunch and gave Leo t-shirts to the Leos. The month of October also includes the club's annual vision screening in the schools. Our club will participate in the community "Trunk-or-Treat" event and hand out candy again this year. Some of the Weiser Lions will be participating in the Angel Wings Walk/Run to help raise funds for those whose lives are touched by cancer.



A special membership pizza party is scheduled for October 16, with the parents of our sponsored Leo Club invited as well as additional potential, new Lions. We would love to add new Lions to our "Lion family!"

Meridian Lions Club

We are excited to share recent highlights of our community efforts! Our third annual golf scramble was a tremendous success, raising **\$15,000** to support Idaho Diabetes Youth Programs and our local service projects. We extend our heartfelt thanks to our generous sponsors, donors, and community partners who made this event possible. The funds raised will go directly to helping children at Camp **Hodia** and supporting initiatives such as **Envision** and the **Meridian Food Bank**. We are grateful to everyone who contributed to the Golf Scramble to support these vital programs.



Additionally, the Meridian Lions Club proudly participated in The **Meridian Food Bank's Food Drive** on October 12 at Albertsons Market Place. Our club collected more than a dozen large bins full of food to support families in the Meridian community. We extend our sincere thanks to our dedicated club members who volunteered their time and to everyone who helped make this event a great success. Your support continues to make a meaningful impact in the lives of those we serve!



Special Invitation: Meridian Club Charter Party on November 7!

Join us for a special evening of celebration with dinner and special keynote speaker **Sarah Cortez**, The "GOALden Girl!".

Award-winning sales professional and pilot, Sarah moved 34 times before the 5th grade, cultivating resilience from a young age. Her journey exemplifies the power of self-belief, action, and surrounding oneself with remarkable individuals.

As a sought-after speaker, Sarah captivates audiences across the US with her winning approach to achieving BIG GOALS. Don't miss this inspiring opportunity to hear her story and insights!



Boise Bench Lions

Boise Bench Lions September, 2024

The month started off with a successful sidewalk sale. This has turned into an annual event and draws a crowd and lot of sales. We appreciate the generosity of a former member who makes the sidewalk in front of his store available.

The club had it's first Hearing and Screening of the new school year. We were able to screen 92 students at Sage International Charter School in about two hours, thanks to the new Maico portable audiometers.

The Boise Bench Lions Club prepared 15 "Recovery bags" for victims and delivered them to the Ada County Sheriff's Office. The bags were sown by several Lions and friends that were filled with soap,

shampoo, toothbrush, toothpaste, deodorant, lip balm, hair ties, hand sanitizer, etc. These bags will be kept in officer's cars to distribute when people are in desperate need. Ada County Sheriff Deputies have several bags available for victims such as feminine hygiene and dental hygiene kits. According to Sara, the Victim Witness Coordinator, their officers have bags filled with other useful items for victims, such as feminine hygiene and dental hygiene kits.

On his annual Oregon Coast vacation, Lion Rick Vogel attended, as a guest, the Rockaway Beach Lion's Club meeting. This club is very active in this coastal area, having built a community park in Garibaldi, helping fund and build a hiking boardwalk through an old growth cedar forest, and monthly beach cleanup. The club members were gracious hosts and presented Rick with a Rockaway Beach Lion's pin.

The Boise Valley Lions team, sponsored by the Boise Bench Lions, participated in the Walk to End Alzheimer's on September 28th. Sixteen Bench Lions were on the team, along with a couple of guests. The team is open to all Lions and friends of Lions. Several Bench Lions visited Zoo Boise and really cleaned up, this is a monthly activity during the summer and is a great community project.



Mountain Home Lions

We had the pleasure of providing a \$958.04 check to Park & Rec for their Ready, Set, Play scholarship on Friday! This was the proceeds from our [Lion Man Kids Triathlon](#) this summer!



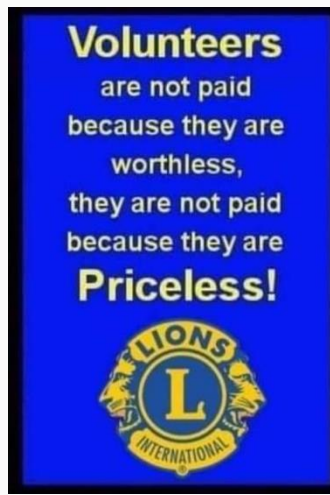
Star Lions



Mark your calendar, Saturday, October 26th, 9:00-12:00, for Star Lions Club highway cleanup.

Hwy 44 between Can-Ada Road and Kingsbury Road.

We are looking for volunteers to help with the cleanup.



Save the Date

October 18th-19th	39W Lions Convention
October 26th	Emmett Lions Charter Party
October 26th	Star Lions Club highway cleanup
November 2	Payette Syringa Lions Charter Party
November 2	Rake Up Meridian - Meridian Lions
November 2	Veterans Parade in Boise
November 7	Meridian Lions Charter Party
November 9	Meridian Lions - Warhawk Veterans Breakfast



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