



Sponsors of The
Metcalf Avenue of Flags

February 2010

The Lions' Roar

Overland Park Host Lions Club
Overland Park, Kansas
www.optlions.org



WE SERVE

The President's Message for February . . .

by **Lion Bob Larson**

Those who missed the January 23 meeting which included the presentation by Bob Young of Biz2Biz Connections missed a good meeting and a terrific talk.

His topic was "Networking Our Club to Membership Growth." Mr. Young's talk advocated that organizations such as ours should have a USP—Unique Selling Proposition—to talk about.



USP is a term I that I have taught in my advertising classes since 1987 and one of my usual test questions. Rosser Reeves, one of the great pioneers field, is credited with coining the term over 60 years ago. Advertisers try to connect with their prospects by coming up with something different to separate their products from their competition. Coors beer, for example, uses "Made With Rocky Mountain Spring Water."

The USP must be significantly meaningful to the consumer. Why buy a toothpaste that has Vitamin E? Another current campaign is Budweiser beer's "Drinkability." This doesn't mean a thing to me, but so what?

What about the Overland Park Host Lions Club? What's unique about our organization? The motto we use, "We Serve," is great but it's not unique. It does not distinctly distinguish us from other service groups—Rotary, Kiwanis, Optimist, etc. These organizations also serve their communities.

I think that our uniqueness is in "We Fly the Flags." The other important things we do—serving the community and having fun while we're at it—shouldn't be forgotten. Rather, they should be incorporated into the messages we use to tell others about Lionism.

Mr. Young also stressed that each of us should have short, prepared messages to tell people about our club. He gave several examples he uses to tell about Biz2Biz in varied time limits—for example, 30 seconds, 1 minute, and 2 minutes. In radio and television advertising, narrators usually talk about two words per second. Thus, a 30-second commercial is about 60-65 words in length. (Don't even think about those fast-talking disclaimers about product or service disadvantages!)

Therefore, each of us should have prepared USPs about our club firmly in mind because one never knows when opportunities to speak will arise.

For example, during the last Wednesday Wrap-up (Business After Hours) of the Overland Park Chamber of Commerce, Lion Neal's (*Ye Olde Editor* and myriad other titles) name was drawn and he had a 30-second opportunity to tell the crowd about our club. He did a great job. I had a similar opportunity about two months ago but, caught by surprise, I forgot to mention our meeting place!
(Big Lion's Message continues on page 2)



2010 Metcalf Avenue of Flags Schedule is Set

The Board of Directors has approved the 2010 Metcalf Avenue of Flags schedule. Flags will be posted on six major holidays. On three of those occasions, Flags will stay up for two or three days—a full week-end—depending on the occasion.

The first Flag posting will be on Saturday, May 15—**Armed Forces Day**. Flags go up at 6 a.m. and come down at 4 p.m.

For **Memorial Day**, Flags will be posted on **Saturday, May 29** at 6 a.m. and will remain up until 4 p.m. on **Tuesday, June 1**.

On **Flag Day**, Monday, June 14, we revert to a one-day stand—up at 6 and down at 4.

For **Independence Day**, July 4, Flags will go up on **Saturday, July 3** and come down on **Tuesday, July 6** at 4 p.m. Likewise with **Labor Day**: up at 6 a.m. on **Saturday, September 4** and down on Tuesday, **September 7** at 4 p.m.

The final posting for the year will be **Veterans Day**, Thursday November 11: up at 6 a.m. and down at 4 p.m.

The schedule is contingent on weather conditions as in the past. If a Flag raising is not possible because of rain or high winds, we make an attempt to find an alternate occasion.

We got several favorable comments after last Labor Day about the long weekend of Flag display. Our Board also considered that many of our members appreciate the opportunity to celebrate a holiday with family and friends without having to interrupt to take Flags down. This factor was important in setting the schedule as it is.

Lion Art Meganck is Operations Chairman of the Flag program. **Lion Treasurer Roger Claxton** and **Lion Neal Nichols** will assist in the financial end of the program.

Anniversaries, Birthdays in February and March

Anniversaries: Ken and Carole Collyard (*March 14*); Bryan and Heather Lanigan (*March 15*).

Birthdays: Neal Nichols (*February 4*); Phebe Stone (*February 5*); Bob Larson (*February 8*); Earl McIntosh (*February 11*); Kristen Trainor (*February 11*); Larry Reh (*February 12*); Jack Watkins (*February 19*); Jean Watkins (*February 28*); Merlyn Albaugh (*March 20*).

2009-2010 Club Membership Directories Still Available

New membership directories are available from **Lion Grant Rogers**. One copy is provided to each member at no cost. Copies have been mailed to members who have not attended recent meetings. All members should now have at least one copy. If you don't yours yet, call **Grant** at 913-231-2527 (his cell phone).

Extra copies are available for purchase. Grant suggested the price of \$2 each to cover the cost of printing.



The President's Message for February (Continued from page 1)

So, here's the challenge to every club member. Be like the Boy Scouts and "Be Prepared"!

On another front, Lions Clubs members should be proud of the Lions Club International Foundation (LCIF). Here is information from an e-mail sent to me by Al Brandel, Chairperson of LCIF:

As of January 19, 2010 Lions Hope for Haiti has mobilized more than \$350,000. Lions around the world are responding generously and quickly to LCIF's designated fund for the disaster. Brandel (who is also Immediate Past President of Lions Clubs International) also listed several other projects in which Lions around the world are assisting.

What is also important to know, he writes, is

"Like other previous disasters, LCIF is not only committed to meeting the immediate needs of the people, but will be working through the Lions in the region to provide relief for years to come. After other relief organizations have moved out of the area, Lions will still be on the ground, overseeing long-term reconstruction projects. Similar to previous disasters, Lions will be discussing the possibility of rebuilding homes and hospitals, redeveloping the eye care delivery system, providing human resource support and assisting the disabled, including those disabled as a result of the disaster."

So . . . this ends it. See you Saturday. But I will be hobbling around!

—*Big Lion Bob*

Visitation To Overland Park Noon Club Scheduled For Thursday, February 18, Marriott Hotel, 110th/Metcalf

Lion **Edson Parker**, Visitation Committee Chairperson, has arranged for our club to visit the Overland Park Noon Lions Club on Thursday, February 18. The meeting begins at noon, but it's not a bad idea to get there a little early to find the room and get a seat.

OP Noon Lions meet at the Overland Park Marriott Hotel, 110th and Metcalf. Other visitations will be announced in the near future.

Heather Lanigan and Zoe: Our Singing Stars! . . .**Overland Park Host Lions Make Strong Showing At Kansas Lions Mid-Winter Rally in Salina**

Six OP "Hosters" and our cub Zoe attended the annual Mid-Winter Rally in Salina on January 15-17. The theme of this year's Rally was "Casino Royale" and the Friday-night entertainment was centered on this.

Lion **Heather Lanigan** sang some solos and was joined by her daughter Cub **Zoe** in some duets. **Heather** also sang in duets with some of the other Lions in attendance.

In addition to Lions **Heather and Bryan Lanigan and Zoe**, others from our club who attended were Lion Secretary **Carole Collyard**, past president Lion **Mae Claxton**, Immediate Past President Lion **Beverly Nichols**, and PDG **Neal Nichols**. And—as predicted—those of you who didn't go missed out on a wonderful *fried-chicken-with-all-the-fixin's dinner* at the Brookville Hotel in Abilene on the trip home!

Lion Beverly "manned" (?) a table advertising the 2010 State Convention. While at it she sold five more of our cookbooks, adding still more profit to that projects. Books now sell at a discount.

Lion (and former Leo) **David Vogel** sang several numbers from the *Casino Royal* movie and the evening was capped off with Karaoke singing. David was honored last summer when he was asked by International President Al Brandel to sing a solo at the opening session of the International Convention in Minneapolis.

Dr. Erica Persons to be Speaker at Next Meeting

Dr. Erica Persons, an ophthalmologist on the staff of the KU Medical Center will be our speaker on Saturday, February 13.

Dr. Persons will relate experiences that she and a missions group from Atonement Lutheran Church had while on a trip to Tanzania last summer. Dr. Persons spoke to our club nearly a year ago, explaining what the trip would entail. Now that it has been completed, she will tell us all about it.

She will probably have a slide and/or PowerPoint presentation to illustrate the talk. PLEASE try to attend.

OP Host Lions' Roar Receives "Superior" Rating in State-wide Judging Program for Club Newsletters

The *Overland Park Host Lions' Roar* earned a "Superior" rating—the highest possible—in a new judging program sponsored by the Kansas State Lions Public Relations Committee. PDG **Denny Smith** of Ulysses, KS is the chairman of the committee.

The award—a certificate—was presented at the Kansas Lions Mid-Winter Rally in Topeka last month. Judges were four of the District Newsletter Editors in Kansas.

There were four rankings: No Rating (did not meet minimum standards); Standard (acceptable quality); Excellent (outstanding Model); and Superior (highest of quality).

Three issues published from July through December were submitted to give judges a broad picture of the overall newsletter effort. Judging was done on eight criteria with a value of 5 points each. The criteria were

General Appearance; Club name easy to read on banner page; Informative articles showing what activities are taking place in the club; Acceptable quality of writing, punctuation, spelling and grammar; Coverage of upcoming club, district, and state events; Editor's name and contact information listed (only 1 point for this one); Photos support articles; and Blend of club, district, and state news information.

Each judge could award 36 points for a grand total of 144. The *Roar* received an average of 33.5 points from the judges. The primary recommendation made was that this newsletter carry more news about state and district events. One judge wrote, "I enjoyed reading the newsletters. They were clear and easy to read. The best part was that they had a very positive tone, making one feel good about being with the Lions."

Calendar of Activities

February 11	Zone meeting 6:30 p.m., <i>Zarda's Bar-B-Q, 87th and Quivira</i>
February 13	Regular Meeting, Red Robin Restaurant <i>Program: Dr. Erica Person, "Tanzania Medical Trip"</i>
February 27	Regular meeting, Red Robin Restaurant <i>Program: A working meeting--Preparing "Shoebboxes for Soldiers"</i>
March 6	Board of Directors meeting <i>Mimi's Café, Oak Park Mall</i>
March 13	Regular meeting, Red Robin Restaurant <i>Program: Lion Cindy Fisher. Topic: Shawnee Mission Special Education</i>
March 27	Regular meeting, Red Robin Restaurant <i>Program: Lions Club Fun and Games (details later)</i>
March 27, 28	District 17-O District Convention, Topeka <i>Details and registration/reservation forms elsewhere in this newsletter</i>
April 17	Fourth Annual Pasta Supper and Silent Auction <i>Overland Park Christian Church, 75th and Conser, set-up time at 2:00 p.m.</i>
June 3-5, 2010	Kansas Lions State Convention, Olathe <i>Remember, Overland Park Host Lions Club is the convention host club!</i> <i>Be ready to help out when called on to serve!</i>
June 28 – July 2, 2010	Lions Clubs International Convention <i>Sydney Australia</i>

Summary of February Board of Directors Meeting . . .

Meeting held on Saturday, January 2 at Mimi's Café, Oak Park Mall, Overland Park. Called to order at 7:30 a.m. by 1st Vice President in the absence of Big Lion Bob Larson.

Approved minutes of January 2 meeting; accepted Treasurer's report for January. Account Balances: General, \$2,631.99; Service, \$11,785.32.

Lions **Grant Rogers, Mae Claxton** and **Edson Parker**—all Past Presidents—comprise the nominating committee for 2010-11 candidates for office. The election of officers will be on April 10.

The club Peace Poster winner placed second in the District contest. She and her art teacher Ms. Kunsh will be guests at the February 13 meeting. She also will be a guest at the District Convention in Topeka on March 28.

Lion **Paul Roerman** will work with the Cub Scout pack at Apache school to determine what problems, if any, exist and how they might be resolved. He also will look into ways of getting uniforms for Cubs who can't afford to buy their own.

Approved motion to provide one-half of support necessary for a student from Eudora to attend Kansas Lions State Band camp in June. Asked Lion **Edson Parker** to work with Shawnee Mission and Blue Valley schools in Overland Park to see if students can be recruited for band camp, as school will already be out when camp takes place this year.

Heard update on Shoeboxes for Soldiers project from Lion **Mae Claxton**. February 27 meeting to be devoted to completing the project.

Heard update on 2010 scholarship program from Lion **Beverly Nichols**. Two applications have been received to date.

Heard update on 2010 State Convention plans from Lion **Beverly**.

Approved tentative Candy Day schedule for Spring and early Fall as presented by Lion **Janette Reh**. Tentative dates are April 24, May 22, August 14, and October 23. Lion **Janette** will work on securing satisfactory locations and report at next meeting.

Approved club endorsement of Lion **Beverly Nichols** as a candidate for District 17-O Second Vice District Governor. Election to take place at District Convention, March 28.

Approved expenditure of up to \$150 for District Convention theme basket and table centerpiece to be sponsored by this club. Lion **Carole Collyard** is chairperson of committee working on these.

Approved 2010 Metcalf Avenue of Flags schedule. [See article on page 2 of this issue for details.]

Approved Lion **Bryan Lanigan** to be Club Historian. He has plans to create a CD containing pictures, records, etc., of Club activities.

Announcements: Zone meeting at Zarda's Bar-B-Q, February 11. Fourth annual Pasta Dinner and Silent Auction, April 17, Overland Park Christian Church.

A little humor . . .

The optimist sees a glass that's half full. The pessimist sees a glass that's half empty. An engineer sees a glass that's twice as big as it needs to be!

A patient walks into a psychiatrist's office with a cucumber up his nose, a banana in his right ear and a carrot in his left ear. "Doc, what's wrong with me," he asks.

The doctor says, "You're not eating properly."

**Treasurer's Reports for February
General (Operating) Account**

Income	
Meals	264.00
Membership Dues	225.00
Miscellaneous Income	2.00
Tail Twister	57.25
Total Income	\$ 548.25.00
Expenses	
District 17-O Dues	\$ 244.05
Lions Clubs International dues	614.25
Room and Meals, Meetings	435.53
Miscellaneous expenses s(supplies)	182.38
Total Expense	\$ 1,476.21
Net Income for Month	(- \$ 927.96)

Service (Project or Charity) Account

Income	
Shoeboxes for Soldiers	\$ 105.00
Cook Books Income	25.00
Total Income	\$ 130.00
Expenses	
Eyeglasses for needy persons	\$340.00
Total Expense	\$ 340.00
Net Income for Month	(- \$ 210.00)

The Overland Park Host Lions' Roar
An official newsletter published more-or-less monthly by the
Overland Park Host Lions Club
 Overland Park, Kansas
www.oplions.org
 Sponsors of the "Metcalf Avenue of Flags"

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- 2010: Milwaukee, Wisconsin
- 2011: Anchorage, Alaska
- 2012: Tampa Bay, Florida
- 2013: OVERLAND PARK KANSAS!
- 2014: San Juan, Puerto Rico

Some more humor . . .

The doorbell rang, and the lady of the house discovered a workman, complete with tool chest, on the front porch. "Good afternoon, madam," he said, "I'm the piano tuner." "Why, I didn't call for a piano tuner!" The man replied, "I know. But your neighbors did!"

A kid swallowed a coin and it got stuck in his throat. His mother yelled for help and a man passing by hit the boy in the small of his back and out popped the coin. The mother said, "Oh I don't how to thank you enough, doctor!"

The man replied, "I'm not a doctor. I'm from the IRS."

Humor is from *A Prairie Home Companion Pretty Good Joke Book.*

Join Us In Topeka for the District 17-0 Convention!

March 26-27, 2010

A fun-filled educational, motivational and inspirational District Convention awaits you in Topeka!



Come on out to Topeka's Gage Park Shelter House for a fun-filled revival on Friday night. We will have a terrific steak dinner from Texas Roadhouse followed by Dr. Love's Traveling Sponsorship Show. You'll be amazed, awestruck and entertained by Dr. Love!

On Saturday, we move on to the very important business of being Lions. We have a program designed to help you do what Lions do best—Improving our community, our nation, and the world; making them better places to live. Our program includes workshops, a motivational speaker and our featured guest is ID Dr. Jeremiah "Doc" Myers all the way from Alaska. Don't forget to attend the Peace Poster Luncheon in honor of the youth in our district. It will be a great day which will include our Theme Basket Raffle, Centerpiece Contest and much more!



Topping off our event will be our annual gala—the Governor's Banquet. It will give us a chance to pat each other on the backs for a job well-done by the clubs in Districts 17-0 and, at the same time, have some fun.

Registration Materials are in the January District 17-0 Newsletter.

Hurry—Registration Deadline is March 15th

A block of rooms has been set aside at the Clubhouse Inn at the very affordable rate of \$73 plus tax (including hot breakfast buffet and our hospitality room following our convention activities) Room reservations must be made by February 25, 2010

Registration Form, District 17-O Convention

March 27-28, 2010

(A registration form is required for each attendee. Please make copies as needed)

Name	Club		
Preferred name for name tag, if other than above	Telephone Number		
Street Address	City	State	Zip Code
E-mail address			

Events (check those events you wish to attend, enter the amount and total your choices):

_____	Registration (<i>required of attendees for any convention event</i>)	\$ 5.00	\$ 5.00
_____	Friday Night Steak Dinner (<i>Steak, Baked Potato, Rolls and Drink</i>)	\$12.00	_____

Please note: Friday night activities are at the Gage Park Shelter House

_____	Saturday Morning Past District Governor's Breakfast <i>(Eggs, Meat, Potatoes, toast and drink)</i>	\$ 8.00	_____
_____	Saturday Morning Attendee Continental Breakfast <i>(Rolls, Fresh Fruit, Coffee or Tea cost subsidized by Auburn Lions Club)</i>	\$2.00	_____
_____	Saturday Lunch (<i>Beef Brisket, vegetable, salad and drink</i>)	\$9.00.....	_____
_____	Saturday Dinner <i>(Lasagna, Chicken Alfredo, salad, bread sticks, dessert and drink)</i>	\$17.00.....	_____
Total			\$ _____

PLEASE MAKE CHECKS PAYABLE TO DISTRICT 17-O.

Send registration forms and remittances to:

**Lion Gary Adkins,
9615 SW Auburn Road
Wakarusa, KS 66546**

Registration Deadline is March 15, 2010

(Meals may not be available for registrations received after that date)

Our convention hotel has given us a *special rate of \$73 (plus tax) per night.*

**Club House Inn & Suites
924 SW Henderson
Topeka, Kansas**

Telephone: 785-273-8888

*(When calling, be sure to mention that you are attending the
Lions Club event to get the special room rate of \$73.)*

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