



District 22B Lions

Serving Maryland's Eastern Shore and Beyond!

'Roaring Insight' E-Newsletter

Issue 2526, Volume 3 --- September 2025

If you want to add something to the newsletter please submit to 22bliions@gmail.com by the 20th of each month to make the following month newsletter

District Governor Message

2025-2026 DG Beth Whitelock

Hello 22B Rock Stars!

Summer is just about over. I hope you enjoyed some family time and filled many bucket lists. It is about time for us to Rock the District! More members equal more service.

Let's ask our friends, neighbors and co-workers to see what we do. Where there is a need, there is a Lion.

At the recent turnover and cabinet meetings, I explained the Ask One – Retain One Challenge. At the end of the

Lions year, the club with the largest increase in membership will be recognized with a trophy in memory of the late PDG Dal Mann. The club with the largest percentage of retained members will receive a trophy in honor of PDG Joe Wood. Lions love a challenge. Let's do this.

I look forward to visiting your clubs and talking about the district goals. But, most importantly I want to hear how the cabinet and I can help you and your club. I promise my visitations will be collaborative and motivational. We need to enjoy doing what we are doing as Lions. One of the district goals I want to highlight this month is vision. The goal is that every club – 100 percent- of the district will have a vision project. The project can be a service project or program or contribution to a vision cause.

Helen Keller challenged Lions in 1925 to become Knights of the Blind. The Lions have been supporting this cause for over 100 years. Her speech and challenge were the beginning of how Lions become recognized nationally and globally. I encourage all clubs to make sure vision is still focused by your club whether it be through Vision Days, paying for eye exams, recycling glasses, donating to Lions Vision Research, Lions Saving Kids Sight, Vision Screening or other service project it is important to remember Keller's challenge to us.

Remember to report your service project and activities on the Lions Portal. This gives other clubs ideas for service in their areas. It also lets Lions International representatives know what service is needed in which parts of the world. This is important as more resources through grants can be added by International. Reporting matters!

For those of you that have never attended a USA/Canada Forum, I encourage you to do so. It is held close by this year in Atlantic City, NJ on September 18-20. Some of the best seminars and instructors within the Lions community will be there. It is sure to be a good time and good fellowship while expanding your leadership toolbox. You can register at www.members.lionsforum.org. The theme this year is Learn,



Grow and Lead.

As Lions that is what we do. I encourage you to branch out and try something new associated with Lions Clubs. I promise you will have fun and be glad you did.

Until Next Time....

Rock On!

DG Beth Whitelock

2025-2026 District Governor

District News

Message from 2025-2026 SVDG Donna Shelton



Huge shout out to District 22B for what will be an amazing 2025-2026 year ahead with our District Governor Beth Whitelock leading the way as we all become, “ A Rock Star of Service!”

Our first Cabinet Meeting, we all could feel it in the room, the 22B Lions excitement, energy and enthusiasm was contagious, as we embark on a powerful new Service Year. The meeting brought together lions from across the District to align with DG Beth’s goals, strategic priorities and the importance of having FUN.

Truly it is exciting to see so many new Lions this year stepping into Cabinet leadership roles to veteran Lions offering mentorship and guidance. The passion is there for service and the commitment to doing even more for our communities. I’m so INSPIRED!

Frequently, you will be hearing from me the importance of the QUARTERLY Service Reporting goal on the Lions Portal of 100% of

Lions and 85% Leos. Service reporting isn't just paperwork – it's storytelling. Each report is a reminder of the lives we touch. We WILL meet this goal. Please contact me if you need assistance.

Also, remember, the monthly Newsletter Service Spotlight recognizing clubs in the District with facts and pictures. Send them to me so we can tell everyone the news of how remarkable our lions and clubs are providing service to those in need. Fundraisers are vital and important as well, keep the good news coming.

We need more voices at the table, considered stepping up for the future and making an impact at the Cabinet level. Trust me, you can take the leap and be successful with a feeling great accomplishment. Together, we are building a District that leads by example. The enthusiasm will continue to grow and District 22B is not only ready – we're UNSTOPPABLE.

Thank you to every Lion for stepping up, showing up, and serving. This is our time to "Be A Rock Star of Service!"

Donna Shelton

Second Vice District Governor & Global Action Team Service Chair
Lions Clubs International, District 22B

A Message from Global Action Team (GAT) Membership Chair Wayne Cole

Hello Fellow Lions,

I know that everyone is gearing up for the 2025-2026 Lions year and are holding very important Executive Board Meetings to set your plan of action for the year. I encourage you to please begin planning on how to grow your membership in your club. I am asking that each club appoint a Membership Chair so that we can work collaboratively to recruit and retain members.

Let's start by developing a perspective member list at your Board meeting. Open the floor and have members call out family, friends, and community contacts' names. Have someone compile the list and develop a plan to actively recruit those on the list. Make it a year long, workable document that can reviewed and discussed at your Board Meetings or Regular Membership Meetings. This will keep Membership at the forefront of your Plan of Action. Also, develop a list

of businesses in your community that you may not have a representative of that business in your Lions Club.

Many businesses feel that it is beneficial to have one or more of their employees active in Civic Organizations. Let's make it the Lions Club!!! Please contact me with your Membership Chair so that I can start communicating with that Lion!! Thank you so much for all you do to make your communities better places to live and visit!!

Together We Serve,

PCC Wayne Cole

22B GMT Chair

A Message from the
Global Membership Team (GMT)

GLOBAL MEMBERSHIP TEAM

First of all, I just want to say what a privilege it is to be asked by DG Beth to serve as Chair of the Global Membership Team for District 22B this year. Growing membership in our association is a passion of mine and I know that it is for many Lions in our great District. We have a big challenge ahead of us this year as our District has dropped below 1250 members for the first time in many years. This number is very important to a district in the whole realm of membership. We will address this issue throughout the year and why it is very important for us to get back above 1250.



Let me update you on the current numbers. We currently stand at 1204 members which means we are -5 for the year. However, I will tell you that several clubs are out very actively recruiting and new members were added to our ranks in July. Some clubs did some membership house cleaning as well in July dropping several members. We all understand that this happens and my team will work with those clubs to get their numbers back up.

I know clubs are beginning to hold their initial Board Meetings to set their plan of action for the upcoming year. I ask that you please put Membership Growth and Membership Development as a high priority. Have your Membership Chair attend your Board Meetings so that they can share with your entire board their vision for your club's membership. Start developing a perspective member list and make that a working document for your club throughout the year. This list can include family, friends, business acquaintances, community leaders, and local clergy. I encourage clubs to reach out to your local business community to see if they have a need for one of their employees to belong to a civic organization as this is a great networking tool for sales. Many times, the business will pay their employee's dues.



Another way to grow our District Membership is new Club Development. Our Global Action Team has identified some areas for the new clubs to be started and we will need your help to get this accomplished. As you know it will take a small team to go into these areas and communities to either introduce or re-introduce Lions to those citizens. So, if we reach out to you, please help us!! Also, DG Beth has asked Lion Gene Williams to serve as Administrative Assistant this year for our District. Lion Gene and I will be working together to assist our clubs that are below 15 members and those clubs that are not participating in our District Activities. Again, we may need your help to assist us with those clubs.



As you can see, we have a very aggressive plan for Membership Growth in our District this year but if we all work together we can accomplish great things. More members mean more service!! Isn't it a great feeling when you recruit a member and then you get to work beside that new member at a service project. I think it is the greatest feeling you can get from being a Lion. Don't we all need to share that feeling. Make it an individual goal this year to recruit one member. If even just 50% of our membership did that, we would never have a membership problem!!! Until next month, thank you for your service and thank you for keeping Membership a Priority in District 22B.

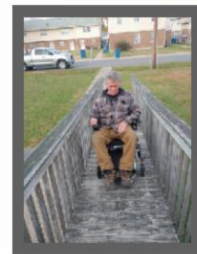
PCC Wayne Cole
Global Membership Chair

Service Corner - September 2025



Marydel Lions partnered with Veterans and Military Support Alliance and Mafia Electric to help a veteran in need. Marydel Lions reminds us how fortunate it is to have wonderful partners.

Marydel Lions Blessing Box



At the helm, Lion Dave Davis of Ridgely Lions Club has clocked in tremendous Service Hours, coordinating the Durable Medical Equipment. In the picture above, he is with Lions Jeff Kinnamon, Ridgely Lions, Zak Reid, and Dana Boston from Denton Lions Club, assisting in delivering medical equipment.



Sept. 2025

22B Lions Service Spotlight



The Allen Lions Club will serve the community with a fun-filled family movie night!



- SHARE YOUR SERVICE STORY WITH THE LIONS GLOBAL COMMUNITY
- EVERY LION AND LEO CLUB REPORT SERVICE QUARTERLY
- HAVE FUN

NEED ASSISTANCE REPORTING

SEND STORIES & PICS TO

Donna Shelton, SVDG & GAT Service Coordinator - 443-553-5719 or donnashelton12@gmail.com

Roster Book Corrections/Updates

See the link below for updates to the 2025-2026 Roster Book



[2025-2026 Roster Book Updates](#)

District 22B Marketing Summit



DISTRICT 22B

“BE A ROCKSTAR OF SERVICE “ MARKETING SUMMIT

OCTOBER 25, 2025 - Hosted by the Hurlock Lions Club

AGENDA

- 9:00 - 9:10 AM - Welcome and Opening**
- 9:10 - 9:50 AM - Branding and Visibility**
- 9:50 - 10:30 AM - Social Media & Digital Tools**
- 10:30 - 11:10 AM - Traditional Marketing & Community Outreach**
- 11:10 - 11:50 PM - Storytelling & Membership Growth**
- 11:50 - 12:20 PM - Lunch and Networking**
- 12:20 - 12:55 PM - Workshop Build a Club Marketing Plan**
- 12:55 - 1:00 PM - Closing**

**RSVP District Marketing Committee with Club name, attendees and contact info (including email and phone numbers)
BOB FAULKNER 410-430-9347 or STEVE DISHAROON 410-251-1977**

Do you have any news you'd like to share as a District Cabinet Chair? If so send it to me at 22bliions@gmail.com no later than September 20th!

Multiple District 22 News

Lions & LEO Club Survey

Dear Lions and LEO Clubs,

Please take the following survey regarding Lions and LEO Clubs

Take the Survey Now:

<https://docs.google.com/forms/d/e/1FAIpQLSe2aFxBPTcFL6QWGwSeHvNm-BogtS-9uv4sRj6HxFT5uOHXVw/viewform>

Do you have any Multiple District news you'd like to share ? If so send it to me at 22blions@gmail.com no later than September 20th!

Zone & Region News

Do you have any news you'd like to share as a Zone/Region chair? If so send it to me at 22blions@gmail.com no later than September 20th!

Cambridge Lions Club Golf Tournament - October 24th 2025



**Cambridge Lions Club 30th Annual
Memorial Golf Tournament Honoring Deceased Lions,
Friday October 24th @ Hyatt River Marsh
Registration 8:00am, Tee Off @ 9:00am, Lunch & Prizes**

TEAM REGISTRATION FORM

Team Captain _____ Phone _____

Address _____

City _____ State _____ Zip _____

Player 2 _____ Phone _____

Player 3 _____ Phone _____

Player 4 _____ Phone _____

\$125 per Person - \$125 Hole Sponsor

Hole Sponsor Name _____

Tournament Guidelines

1. The format will be best ball.
2. Teams will consist of 4 players per team.
3. No metal spikes allowed.

Deadline: Oct. 13th, 2025

Cambridge Lions Club

PO Box 104

Cambridge, MD 21613

Any questions please contact Josh Wagner 443-253-8671

jwagner@themastertradesgroup.com

Or

Brian Burton 443-521-5029

bjkwburton@gmail.com

Hebron Lions Club & The Eastern Shore Region AACA Car Show



HEBRON LIONS CLUB & THE EASTERN SHORE REGION AACA CAR SHOW

When: Saturday, September 20, 2025
9 am to 2 pm
(Rain Date: Saturday, September 27, 2025)

Where: Hebron Lions Community Ball Park
214 W. Church Street
Hebron, MD. 21830

Reg. Fee: \$15.00

Dash Plaques - *Sponsor's Choice Trophies - Peoples Choice Trophies

Vendors Area for Crafts, etc. will be available (*contact for more info.)

Come enjoy this Family Fun Day! Proceeds of this event go directly towards funding our various Community Projects, the Hebron Lions Community Ball Park and Playground Upgrade Improvements! Food will be available for purchase from our concession stand: Scrapple and eggs, Hot Dogs, Hamburgers, Pork BBQ, Sodas, etc. A vendors/craft area is planned as well.

Information: Buck Burton 410-251-1121 burtonts31981@comcast.net
(*Hebron Lions Club: Doug Jones 443-614-1430 fjones@jonesurveying.com)

Federalsburg Lions Sponsor
Federalsburg's National Night Out



Do you have any news you'd like to share as a club? If so send it to me at 22blions@gmail.com no later than September 20th!



[District Website](#)

[District News](#)

[Lions Portal](#)

District 22B Lions

Serving Maryland's Eastern Shore!



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