



SEVERN RIVER LIONS CLUB NEWS

JANUARY 2023



SEVERN RIVER LIONS: BETTER TOGETHER

As part of my job as a Case Manager, with the Anne Arundel County Department of Aging and Disabilities, I see many different types of situations-some of which are wonderful and positive and others are just down right depressing. The common element in these visits is the connection the individual has or in most cases, does not have a relationship with other people. Sharing a history with someone is powerful. When you're in a relationship with someone for a while, you get to know each other on a deeper level. You'll have shared memories and inside jokes and maybe a few good puns! The good things in life feel even better when you can share them with others.

COVID continues to cause social isolation. We're all human, and we're built for connection with others. No two people will have the exact same needs, and that's okay. Friendships can serve all sorts of purposes. These friendships can provide a sense of community and help one create a sense of belonging.

For people who don't have relationships with their families or others, for whatever reason, friends can be especially important. Friends help us when things get tough in our lives. They give us advice, comfort, and emotional safety.

Friendships increase our sense of belonging. When we feel accepted by others, it feels good. It's hard to be alone. We're not designed for it, and loneliness can have serious consequences physically and mentally. Having people who accept you for who you are and who you are not, can help you feel more secure. We all have insecurities, and having friends who accept us anyway makes a big difference.

Friendship is an essential part of life. Take the first step and get started today by reaching out to your fellow Lions-perhaps someone you've not seen for a while or better yet, do not know at all. We are indeed better together!

2023
HAPPY NEW YEAR

LIONS AND SCOUTS VOLUNTEERING TOGETHER



Scout leaders Nora Klee and Matt Miller invited scouts to assist in installing our Lions Sign previously destroyed by a vehicle. The installation had taken place on Thursday, December 29th.



Key elements that will be focused on

- Retention/Growth
- “brand “/club awareness

1. Membership retention/growth

Short-term strategy —

- Involve all leadership in membership programs and goals/plan
 - monthly membership reports
 - monitor numbers- create a measurable goal (2 new members a year, for example)

Long-term strategy —

- review and adjust annually
- develop strategies to increase growth and retention
- create/adjust the measurable goal
 - Membership committee to look back 10 years at membership numbers—will look at how many members dropped out, and how many died.
 - Will use the net (to take into account retention and growth) to track progress.

2. Create Brand/club awareness

—Marketing and Community Visibility

- Having tables at local events- for example, Cape Strawberry Festival (can sell baked goods, crafts, have Lions info, eye screening)
- Sponsor a local event- lights on the bay
- Host seasonal meet and greet events- trunk or treat/hayrides, cocoa party, drive-in movie (could also be a fundraiser)
- Put up flyers around town (coffee shops, gyms, grocery stores, etc.)
- Have updated vinyl signs made to hand when attending an event or volunteering.
- Utilize social media effectively
 1. Create an online community- Facebook
 2. Twitter, Instagram, FB, LinkedIN
 3. Social media advertising- Facebook ads, sponsored posts- Google ad grant for nonprofits
 4. Potentially revamp and/or update our website
 5. Create a promotional video to post on the website and social media
 6. Speak to local realtors and ask them to share club info with new residents
 7. Reach out to HOAs to attend local meetings to share club info
 8. Host joint meetings with the Scouts
 9. Announce club meetings in local newsletters/papers
 10. Attend events at local universities
 11. Group volunteering locally
 12. Have membership business cards to hand out to potential members

Additional Things to Consider

Ideas to engage younger potential members

- Offer hybrid meeting options
- Emphasize community engagement and networking potential
- Host fundraisers and/or events that will attract families and younger members
- Utilize LCI resources to revitalize the club

Think about what potential barriers are for people to attend meetings or events

- Location? Have a variety of meeting locations
- Time?
- Child-care? (can a sitter be hired for a couple of hours/month?)

Unaware of events/meetings- Send postcard with dates and events to membership

COMMITTEE MEMBERS: Lion Ashley Sanford (Chair), Lions Jim Coolbaugh, Clem Kusiak, and Ryan Shupp
Clement F. Kusiak

JANUARY BIRTHDAYS	
Massof, Bob	2
Mulderick, Rick	5
Parks, Christopher	17
Brice, Tilghman	31

DIABETES CORNER—BENEFITS OF DRINKING WATER

1. It lubricates the Joints
2. It forms saliva and mucus
3. It delivers oxygen
4. It boosts skin health and beauty
5. It cushions the brain, spinal cord, and other sensitive tissues
6. It regulates body temperature
7. The digestive system depends on it
8. It flushes body waste
9. It helps maintain blood pressure
10. The airways need it
11. It makes minerals and nutrients accessible
12. It prevents kidney damage
13. It boosts performance during exercise
14. It helps with Weight loss
15. It reduces the chance of a hangover



COME AND GREET OUR JANUARY 24TH SPEAKER ON DIABETES!

MS. Penny Tilghman, RN, BSN
Department of Aging and Disabilities
Director of Evidence Based Programs



JANUARY FRUIT SALES

This year's SRLC January Fruit Sale will be by on-line orders with home delivery as the only option. While we did everything we could to have our normal January sale, our supplier is not sending any trucks north with fruit in January.

Apparently very few other organizations sell honeybell oranges in the volume that we do. Unfortunately, while we traditionally do sell a lot of fruit in January, it is not enough to justify them sending a truck just for us.

We know that many of our customers wait all year for those honeybells. The only way to sell them to you is via an online order with home delivery. The cost for delivery will be \$9.95 per box. We realize this is an additional expense for you, but this decision was not within our control. Trust us when we say, we'd rather be loading the fruit into your cars this January.

So, if you want to support SRLC and get some Honeybell oranges and/or grapefruit, you can do so by visiting SRLCFruit.com and placing your order. The sale is open now and will be open until December 30.

Prices are—

Grapefruit (Pink)

- 1 tray box (8 pieces) \$25.00
- 2 tray box (15 pieces) \$34.00
- 3 tray box (23 pieces) \$44.00

Honeybell oranges (22 pieces) \$40.00

Again, there will be a \$9.95 shipping charge per box.

The sale ends on December 30 with orders being shipped between January 9 and January 23.

Visit SRLCFruit.com to place your orders.

Thank you for your support and understanding.
SEVERN RIVER LIONS CLUB



NOVEMBER FRUIT SALE

Kudos for a great weather day, terrific teamwork by the Severn River Lions set up and take down team, traffic directors, cashers for their smiles, time and fellowship toward our sellout. Also, thank you to the Severna Park High School Band for their untiring effort of loading boxes of fruit into vehicle.

And finally, appreciation for donuts and coffee by the SRLC.

WISDOM FOR SENIORS

The ability to speak several languages is an asset, but the ability to keep your mouth shut in any language is priceless.

Be decisive. Right or wrong, make a decision. The road is littered with flat squirrels who couldn't make a decision.

Happiness is not having to set the alarm clock.

"The starting pay is \$40,000. Later it can go up to \$80,000."

"Great. I'll start later."

Trust science. Studies show that if your parents didn't have children there's a high probability you won't either.

Only in math problems can you buy 60 cantaloupe melons and no one asks, "What the Hell is wrong with you?"

When the pool re-opens, due to social distancing rules, there will be no water in lanes 1, 3, and 5.

Tip: Save business cards of people you don't like.

If you ever hit a parked car accidentally, just write, "Sorry" on the back and leave it on the windshield.

When I get a headache I take two aspirin and keep away from children just like the bottle says.

Just once, I want the username and password prompt to say, "Close enough."

Becoming an adult is the dumbest thing I've ever done.

If you see me talking to myself, just move along.

I'm self-employed. We're having a meeting.

"Your call is very important to us. Please enjoy this 40 minute flute solo".

I envy people who grow old gracefully. They age like fine wine.

I'm aging like milk: Getting sour and chunky.

Does anyone else have a plastic bag full of plastic bags, or is it just me?

I hate it when I can't figure out how to operate the iPad and my tech support guy is asleep. He's 5 and it's past his bedtime.

Today's 3-year-olds can switch on laptops and open their favorite apps. When I was 3, I ate mud.

Tip for a successful marriage: Don't ask your wife when dinner will be ready while she's mowing the lawn.

So, you drive across town to a gym to walk on a treadmill?