

Minutes of NC Lions Promotions Committee Meeting Saturday, August 10, 2013

The NC Lions Promotions Committee met at 1:PM, Saturday, August 10, 2013, at the Hilton Garden Inn, Concorde, NC. Attending were Governors Will Hicks, Terrie Grooms, Terry Cauble, Vincent Schimmoller, Casandra Scarlett, Mike Elmore and W.B.Bullock; also Past District Governors George Suggs, Robert Sprinkle, Howard Wallace, Jerry Thomas, Chris Hardee and Skippy Jackson. Past District Governor Tim Williams, Chairman, presided.

Chairman Williams called the meeting to order, Governor Bullock offered the invocation and Governor Cauble led the Pledge of Allegiance.

Chairman Williams welcomed those attending and thanked PDG Michael Schwartz for his 2012-2013 service as Promotions Committee Chairman. He committed to follow in his footsteps to generate promotional funds through the sale of apparel and to promote North Carolina Lionism.

Upon motion of PDG Hardee, second by Gov. Elmore, the meeting agenda was unanimously approved after corrections to several dates were made.

attachment # 1

Chairman Williams recognized PIP Sid Scruggs, ID Harvey Whitley and PID Lacy Presnell and invited their comments. He asked PDG Ron Staley to serve as Parliamentarian.

PDG Schwartz presented the 2012-2013 Promotions Committee Report. He expressed appreciation for the opportunity to serve.

attachment # 2

Upon motion of PDG Jackson and second by Gov. Grooms, minutes of the May 4, 2013, MD 31 North Carolina Lions Promotions Committee Meeting were unanimously approved.

attachment #3

Past Council Secretary-Treasurer Ron Kelly presented the 2012-2013 year-end Promotions Committee Financial Report, noting income exceeded expenses by \$705.00 and calling attention to income, expenses and to the balance sheet. He noted that all financial records have been presented to PDG Keith Peeden who is a CPA for the annual audit and will be provided to the Council when completed.

Upon motion of Gov. Schimmoller and second by Gov. Bullock, the 2012-2013 Year-end Financial report was unanimously approved as presented.

attachment #4

PDG Rhett White presented the proposed 2013-2014 Promotions Committee Budget for discussion and consideration. He noted that one change had already occurred as it had just been learned that the \$475.00 in pin inventory had been given to the pin traders, thus reducing income, expenses and assets by \$475.00.

After brief discussion, PDG Hardee made a motion, seconded by Gov. Schimmoller, to adopt the 2013-2014 NC Lions Promotions Budget with the changes noted during presentation and discussion. The motion passed unanimously attachment #5

Chairman Tim announced that the 2014 Lions International Convention will be in Toronto, Canada, July 4-8, 2014. He said the North Carolina delegation will be at the Renaissance Toronto Hotel with rooms at \$218.00 per night Canadian, \$214.37 US. South Carolina, Virginia, West Virginia and Mississippi will also be at the Renaissance.

By consensus it was decided to use the same International Parade uniform as used in recent years with the suggestion to add a fanny pack to help store and carry items needed during and immediately after the parade.

Chairman Tim announced that the 2013 USA/Canada Forum will be in Overland Park, Kansas, September 19-21, 2013. He said hotel rates are \$89.00 to \$154.00 per night and that Lions can register on-line with an early registration discount for the forum registration.

Chairman Tim announced that the following USA/Canada Forum will be in San Juan, Puerto Rica, September 11-13, 2014.

Chairman Tim reported that 2013-2014 North Carolina Trading Pins have been received and are available for each District Governor to pick up. He read the allocation for each district, noting that the pins will be billed to the districts at \$2.00 each.

The proposed 2014-2015 State Trading pin was presented by Chairman Williams for PDG Dave Butler who was absent due to a family medical emergency. He shared a rendering of the pin with a colorful Gold Finch and Dogwood, noting the pin is another in the bird series. There was some discussion on the process for getting a pin design considered and PDG Hardee asked if the 2nd Vice-District Governors liked the design.

Upon motion of Gov Hicks with second by Gov. Bullock, the vote to approve the 2014-2015 MD-31 Pin as presented was unanimously approved. attachment #6

Chairman Williams announced that the clothing and hat inventory is valued at \$4,347.00

A question about the International Parade uniform was clarified by Chairman Williams. He said the uniform will be a white shirt, blue shacks, red North Carolina Lions vest, white cap with the North Carolina Cardinal, white shoes and possibly the fanny pack.

PIP Sid Scruggs said it will be hot in Toronto and challenged the Promotions Committee to come up with a fanny pack that is part of the uniform for water, pins, camera, etc. He said the 1st and 2nd Vice-District Governors should also be part of the parade, explaining that the parade uniforms are a billboard for North Carolina at the International Convention.

ID Harvey Whitley said that the North Carolina Lions in the International Parade in Germany looked good from the viewing stand and thanked all that participated.

There was no unfinished or new business.

Chairman Williams adjourned the meeting.

This the 10th day of August, 2013.

PDG Tim Williams, Chairman

PDG Rhett White, Secretary-Treasurer

attachment # 1

Agenda
NC Lions MD-31 Promotions Committee Meeting
Saturday, August 10, 2013
Hilton Garden Inn, Concord, NC

Call to Order	PDG Tim Williams
Invocation	DG W.B. Bullock
Pledge of Allegiance	DG Terry Cauble
Welcome	PDG Tim Williams
Approval of Agenda	PDG Tim Williams
Recognition of Past International President	PDG Tim Williams
Recognition of ID, PIDs and PIP	PDG Tim Williams
Appointment of Parliamentarian	PDG Tim Williams
Report of 2012-2013 Promotions Committee Chair	PDG Michael Schwartz
Minutes of the May Promotions Meeting	PDG Ron Kelly, IP Promotions Sec/Treas
2012-2013 Year End Promotions Financial Report	PDG Ron Kelly, IP Promotions Sec/Treas
1. Approval of Financial Report	
2013-2014 Proposed Promotions Budget	PDG Rhett White, Promotions Sec/Treas
1. Approval of Proposed Budget	
2014 International Convention - Toronto, Canada	PDG Tim Williams
2013 USA/Canada Forum, September 19-21, 2013, Overland Park, KS	PDG Tim Williams
Distribution of 2013-2014 State Trading Pin	PDG Tim Williams
1. 4,000 Purchased @ \$1.43	
2. Charge per pin \$2.00	
3. 950 free pins	
4. Allocation: District A-500, District B-200, District D-400, District E-900, District F-150, District G-300, District H-300, District J-200	
Design of 2014-2015 State Trading Pin	PDG Tim Williams
Clothing & Hat Inventory	PDG Tim Williams

Unfinished Business

PDG Tim Williams

New Business

PDG Tim Williams

Benediction

DG W. B. Bullock

Adjournment



International Association of Lions Clubs

Multiple District 31

attachment #

Michael H. Schwartz
Promotions Chairperson, 2012-2013
1678-C Robins Nest Court
Gastonia, North Carolina 28054
704-854-5315 (C)
704-854-6617 (W)
704-842-5154 (F)
MikeHSchwartz@carolina.rr.com

August 10, 2013

First, I would like to thank the Council of Governors for allowing me to serve as your promotions chairperson in 2012-2013. I think we had a very successful year. We sold more than \$4,000 in North Carolina Lions apparel and we were able to significantly reduce our clothing inventory.

I learned a lot about branding, thread counts and merchandizing – which sort of disturbs me and it's a skill that I will probably never use again.

As our state's promotions chairperson, one of my goals last year was to eliminate several brands of clothing that we had trouble selling, and it was my goal to reduce our stock to only offer Port Authority, Devon & Jones, and Inner Harbor clothing. These were better brands of clothing and were popular among our membership.

Last year, because of increased manufacturing cost of clothing, we saw our profit margin decrease. We kept the prices the same as 2011-2012 so that we could keep the clothing offered affordable. Unfortunately, that also meant that when we ran out of stock in certain sizes we could not purchase any new stock.

We sold more women's apparel than men's clothing last year. Devon & Jones brand clothing was very, very popular for the women – especially the hot pink v-neck shirts, which we quickly sold out. Men asked for more variety of short-sleeve shirts with pockets, so the most affordable clothing that still provided us with a minimal profit was the Inner Harbor brand of clothing.

I will be working with Past District Governor Tim Williams over the next month to help him restock the inventory of our most popular items. I think Lion Tim, along with Lion Debbie, will have another excellent year serving as your promotions chairperson.

The job of selling clothing was made easy last year by using the trailer to store and haul clothing to our quarterly meetings, district conventions and the state convention. I transferred possession of the trailer to Lion Tim, who will be using it again this year. I would like to thank Executive Director Steve Walker and the executive officers of North Carolina Lions, Inc., for allowing me to use the trailer last year.

The promotions chairperson was also responsible for planning North Carolina's participation in the international parade of nations. We had 42 delegates and guests from North Carolina to attend the international convention in Hamburg, Germany. Thirty-seven participated in the parade.

I purchased two extendible flag poles and new North Carolina and U.S. flags to use in the parade. The old flags had become mildewed and the colors ran when I tried to clean them. We also opted not

to take long poles that we normally use to carry the North Carolina Lions' banner in the parade. This allowed me to carry these items in my suitcase and saved us added shipping costs to send it to Germany. Everything seemed to work out fine and I was pleased at the number of Lions that participated in the international parade.

Finally, I created a Facebook page for North Carolina Lions who would be attending the Hamburg convention. I also used the page to provide convention highlights, including a whole lot of photographs, so that Lions back in North Carolina who were unable to attend could keep up with our travels in Germany. I was surprised by the number of Lions outside of North Carolina who liked the page, and that included our international president. With Lion Tim's permission, I will be creating a new Facebook page for the 2014 convention in Toronto.

Respectfully,

Michael H. Schwartz

State Promotion's Chairperson, 2012-2013

**MD 31 North Carolina Lions
Promotions Committee Minutes**

**Saturday, May 4, 2013
Raleigh, NC**

Raleigh North Hilton,

Promotions Committee Chair, PDG Mike Schwartz called the meeting to order at 1:00PM.

Governor Jackson gave the invocation and Governor Williams led the Pledge of Allegiance.

Committee Members in attendance:

PDG Mike Schwartz, Chair	31-E	DG Peggy McGohan
31-G		
PDG George Suggs	31-A	PDG Andy Lilliston
31-G		
DG Michael Reid	31-B	DG Skippy Jackson
31-H		
DG Howard Wallace	31-D	DG Chris Hardy
31-J		
DG Tim Williams	31-E	PDG Jim Boehm
31-J		
DG Randy Kirby	31-F	PDG Wayne McGohan,
Council Chair		
PDG Jerry Thomas	31-F	PDG Ron Kelly,
Secretary-Treasurer		

Committee Chair Schwartz thanked the Lions and guests for attending the fourth and last Promotions Committee Meeting and went on to summarize how his committee met the goals set at the outset of the 2012-2013 Lions fiscal year.

Governor Hardee moved to approve the Agenda for the Promotions Committee meeting; seconded by Governor McGohan. The motion passed. (See attachment A)

Committee Chair Schwartz recognized PIP Sid L. Scruggs, III for a few remarks to which he replied that he would make his remarks during the meeting where appropriate. The Chair then recognized PID Lacy Presnell, who in addition to his customary, "Glad to be here!" regaled the meeting with World War II story about a man named Bob Ocomoto from Garner, NC.

PCC Dave Butler agreed to serve as Parliamentarian.

Governor Williams moved to accept the minutes of the February 9, 2013 Promotions Committee Meeting as distributed to all District Governors and other Committee members by e-mail and as posted on the web-site; seconded by Governor McGohan. The motion passed.

Promotions Committee Secretary-Treasurer Ron Kelly presented the Promotions Committee Financial Statement dated 04/24/13. He stated that the ledger and the bank statements had been reconciled and that all bills had been paid. He then reviewed pertinent income and expense line items and proceeded to review the Money Market Account. He concluded his report by saying that the checking balance on 04/24/13 was \$20,157.69, the clothing inventory was \$8,752.50, the special pin inventory was \$475.00 and the Promotions Money Market Account balance was \$3,228.17, for total assets of \$32,613.36.

(See attachment B)

Governor Reid moved to accept the Promotions Committee Financial Report dated 04/24/13; seconded by Governor Jackson. The motion passed.

PIP Sid L. Scruggs was then recognized and initially raised the question about the shipping of flags to the International Convention. Without stating what his question was, he then asked whether we had a final reading on how we are going to handle the marching of the multiples of the United States; are we going to be together, as was suggested, or are we marching alphabetically all interspersed with other countries. The Chair then asked if this was a question about shipping to which Sid said that depending on our order of March, all we would need is the American Flag and the State Flag. The Chair went on to say that International had told him that all U.S. Clubs (except Arizona) will march together as a group as Unit #11. The upshot of this discussion was that Sid was emphasizing that we should avoid the extra expense of shipping more banners and flags than needed when going to the International Conventions.

Promotions Chair Schwartz then commented on the 2013 International Convention in Hamburg, Germany. He noted that there were forty-three (43) registered to attend the Convention. This number, he said, includes the eight District Governors and their spouses.

He stated that the parade will be on Saturday, July 6th at 10:00 AM and that we have been advised to assemble at 9:30AM. The parade uniform will be the same as last year: dark blue pants or skirt, white shirt, red vest, white ball cap and white tennis

shoes. The temperature in early July in Hamburg should range from 50 and 74 degrees. It is also the rainy season, he added. The Chair then noted that we have a dedicated International Convention Facebook Page for North Carolina. It can be accessed at NC Lions Hamburg Convention 2013.

Promotion Chair Schwartz then recognized Council Chair Wayne McGohan for a report on the Southeast Breakfast. It will be at the Radisson Blue Hotel on July 8, 2013 and will cost \$35.00 per person. The Lion in charge of the breakfast is Carmion Fuhrman, 333 Eagle Hill Lane, Harris, Tennessee. Lion Wayne said that he had to have the money to her by June 1st. He added that the checks should be made out to Ms. Fuhrman.

Promotion Chair Schwartz reported on the sale of Lions Clothing. He stated that all but one box of clothing is on display out in the hall. He encouraged all Lions to visit his booth and buy a new Lions shirt. Lion Mike recognized PDG Gary Steele who discussed moving the 19 "Special Pins" out of inventory. He stated that they have been in inventory for the past few years without a single sale. Lion Mike asked for a motion to that effect. PDG Jerry Thomas moved that the 19 "Special Trading Pins" be removed from inventory and given to the Pin Traders for resale and that the proceeds of sale go to Clinical Eye Research; seconded by Governor Kirby. The motion passed.

Unfinished Business:

Promotions Chair Schwartz reported that they have already placed the order for the 2013-2014 State Trading Pin. He noted the number ordered is lower than last year as some of the District Governor-Elects have scaled back their orders. Four thousand pins have been ordered; 2,950 by the District Governor-Elects and 1,050 for the free distribution list.

New Business:

Promotions Committee Chair Schwartz recognized PCC Dave Butler who presented a request from the Pin Trading Club of North Carolina who, he said, are trying to get a little PR to our State and they are requesting permission from the State Council to have a "Prestige Pin" where they can promote North Carolina to the people across the country and to those in their trading circles. He then passed around a copy of the pin, which, he said, could be sold to anybody who wanted one. The pin depicted a Blue Bird. They propose to order three hundred (300) pins. He

said the Pin Trading Club would bear all the expenses of developing the pin at no expense to the State Council or the Promotions Committee. Governor Jackson moved to allow the Pin Trading Club of North Carolina to make a Prestige Pin depicting a Blue Bird; seconded by Governor McGohan. The motion passed.

The question of the Parade and flags and banners was again raised. Lacy Presnell interjected that Harvey, as a sitting International Director, was in no need of a banner. Banners, he said, were for those seeking the office not for those who were already elected. After further discussion, it was decided that ID Harvey would decide the propriety of having a banner for the parade.

There being no further business, Governor Jackson gave the Benediction and the meeting was adjourned at 1:52PM.

Respectfully submitted,

Ron Kelly

PDG Ron Kelly, Promotions Committee Secretary - Treasurer

**MULTIPLE DISTRICT 31
LIONS INTERNATIONAL - NORTH CAROLINA
STATEMENT OF CASH RECEIPTS DISBURSEMENTS - CASH BASIS
FOR THE YEAR ENDED JUNE 30, 2013**

North Carolina Lions Promotions Committee

Promotions Administrative Fund

Cash Receipts:	<u>Budget</u>	<u>Actual</u>	<u>Over/ (Under)</u>
Promotions Fund (7781 x \$0.75 per member)	\$ 5,835.75	\$ 5,859.34	\$ (23.59)
International EO Campaign Fund (\$2.00 per member)	-	-	-
Donations - International Executive Officer	-	-	-
NC Lions Trading Pins Sales	6,250.00	6,200.00	50.00
Special State Trading Pins	475.00	-	475.00
NC Lions Clothing Sales	9,000.00	7,364.00	1,636.00
NC Breakfast - International Convention \$25/person	1,000.00	-	1,000.00
Promotion reserve \$.25 per member	1,945.25	1,953.16	(7.91)
Harvey Whitley Donations	-	-	-
Interest	10.00	9.54	0.46
Miscellaneous Income	18.50	-	18.50
Appropriations from Money Market	-	7,536.29	(7,536.29)
Total Cash Receipts	<u>\$ 24,534.50</u>	<u>\$ 28,922.33</u>	<u>\$ (4,387.83)</u>

Cash Disbursements:

State Promotions Chair - State Meetings Exp.	2,500.00	2,767.42	(267.42)
State Promotions Chair - Int'l Convention Exp.	3,500.00	3,929.19	(429.19)
Shipping - flags/banners to International Convention	200.00	-	200.00
Promotions Reserve International Officer	2,000.00	5,681.44	(3,681.44)
International Executive Officer Campaign	-	-	-
Office Supplies, Printing, Postage, Telephone	500.00	565.88	(65.88)
Clerical Service & Storage Rent- NCLF	600.00	900.00	(300.00)
Accounting (compilation)	200.00	-	200.00
Bond - Secretary/Treasurer	100.00	100.00	-
NC Lions Clothing Purchases	7,000.00	4,192.25	2,807.75
NC Lions Trading Pins Purchases	5,934.50	5,934.50	-
Int'l Convention - NC Breakfast	1,000.00	-	1,000.00
Int'l Convention - Hospitality Room	1,000.00	-	1,000.00
Transferred to Money Market (dues and donations)	-	1,953.16	(1,953.16)
Expenses Non-Budgeted	-	2,192.82	(2,192.82)
Total Cash Disbursements	<u>\$ 24,534.50</u>	<u>\$ 28,216.66</u>	<u>\$ (3,682.16)</u>

Excess/(Shortage) of Cash Receipts over Cash Disbursements

\$ - \$ 705.67 \$ (705.67)

Beginning Cash Balance 6/30/2012

22,384.74

Ending Cash Balance 6/30/2013

\$ 23,090.41

**North Carolina Lions Promotions Committee
Budget and Financial Statement – Account # 4823
7/1/13 – 6/30/14**

	Budget	Line Item
INCOME:		
Balance forward	\$ 4,170.00	500
Promotions Dues (7,781x\$0.75/member)	5,834.75	510
*Promotions Reserve (Intl. Officer Promo Fund – .25/m)	1,945.25	511
*Harvey Whitley donations	0.00	512
Sale of NC Lions Trading Pins	5,700.00	520
Special State Trading Pins	00.00	525
Sale of NC Lions Clothing	9,000.00	530
SE Breakfast – Intl. Convention, \$25.00/person	1,000.00	540
Interest	10.00	550
Miscellaneous Income	20.00	560
Appropriations from Money Market	0.00	565
	<u>\$27,680.00</u>	
EXPENSES:		
State Promotions Chair – State Meeting Expenses	\$ 2,500.00	610
State Promotions Chair – Intl. Convention Exp	3,500.00	620
Shipping – flags/banners to Intl. Convention	200.00	625
State Sec/Treasurer – USA/Canada Forum	1,200.00	630
*Promotions Reserve (Intl. Officer Promo Fund)	2,000.00	631
Office Supplies, Printing, Postage, Telephone	500.00	640
Clerical Services and Storage Rent – NCLI	600.00	650
Financial Audit and Tax Filing	200.00	660
Bond for Secretary/Treasurer	100.00	670
Purchase NC Lions Clothing	9,000.00	680
Purchase NC Lions Trading Pins (4,000x\$1.47)	5,880.00	690
SE Breakfast – Intl. Convention	1,000.00	710
International Convention – Hospitality Room	1,000.00	720
Contingency Expenses	0.00	750
Transferred to Money Market (dues, donations)*	0.00	755
	<u>\$27,680.00</u>	
Checking Balance (including balance forward), 8/6/13	\$17,201.97	
Clothing Inventory, 7/15/13	4,347.00	
*Promotions Money Market, 8/6/13	<u>2,868.00</u>	
Total Promotions Assets	\$24,416.97	

Approved August 10, 2013

PLEASE QUOTE 4000 IN SEMI-CLOISONNE SPIN CASTING

attachment #6

PIN SIZE 2" WIDE BY 1" HIGH



2015 REGULAR



2015 REGULAR



PMS BLACK C



PMS 7405 C

PMS WHITE C



PMS 150 C



PMS 293 C



PMS 363 C

Actual Size Below

PLEASE QUOTE 4000 IN
SEMI-CLOISONNE
SPIN CASTING

PIN SIZE 2" WIDE BY 1" HIGH



2015 REGULAR



2015 REGULAR



PMS BLACK C



PMS 7405 C

PMS WHITE C



PMS 150 C



PMS 293 C



PMS 363 C