



Nuda Veritas

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District 11-C-1 --- Vol. 2014-15, No. 4, October 4, 2014

UPCOMING EVENTS

**University Club
Downtown Grand Rapids**
Meetings begin at 12:15 p.m.
unless otherwise noted.

----- **We Serve** -----

Monday, October 6, Bowling
League, Northfield Lanes, 4:45
pm

**Tuesday, October 7, New
GRLC Website and CMR, Lions
Pat Mullen, Mike Murphy &
Jacqueline Smart-Parrish**

Monday, October 13, Bowling
League, Northfield Lanes, 4:45
pm

**Tuesday, October 14, West
Michigan Whitecaps, Scott
Lane**

Thursday, October 16, 6:00 pm
Projects Night, English Hills
Terrace

Monday, October 20, Bowling
League, Northfield Lanes, 4:45
pm

**Tuesday, October 21, Our
Culture's Character Crisis, Bill
Heneveld**

Tuesday, October 7

New GRLC Website and CRM, Pat Mullen, Mike Murphy & Jacqueline Smart-Parrish

The newly-formed Marketing Committee, under the direction of Lions Past-President Pat Mullen, has been working all summer to upgrade the club's branding efforts and improve the way we communicate both internally and externally. The club needed to provide a better way to share information with the members in a user-friendly way, while at the same time presenting a more attractive face and professional interaction to our website in order to help attract new members.

The committee's work has included the re-development of the website and the integration of a CRM (Customer Relationship Management) system. These changes will make it easier to update member profiles and coordinate activities with those assigned to our various committees.



At the last luncheon meeting, the Lions who attended got a brief taste of the website, which is still being refined. At this meeting, Pat Mullen, along with Marketing Committee members Lions Past-President Mike Murphy and Lions Membership Director Jacqueline Smart-Parrish, will present, explain and demo these new tools.

Tuesday, October 14

West Michigan Whitecaps, Scott Lane

The West Michigan Whitecaps 20th season has ended. The team didn't get very far into the playoffs this year, but they did in several years, winning 5 Midwest League Championships.

When the West Michigan Whitecaps began play in the Grand Rapids area in 1994, it was the culmination of a 10-year labor of love for local businessmen Lew Chamberlin and Dennis Baxter. The two had taken on the challenge of bringing a minor league baseball team to the area in 1984 and in February 1993, finally reached announced the purchase of the Midwest League's Madison Muskies franchise, with the intent to move the team the following year to Comstock Park, Michigan.

Some of you may recall that they ran a lengthy "Name the Team Contest" to allow the West Michigan public to cast their vote for a name for the team. The contest received 1,800 entries and ended when Chamberlin and Baxter selected the name Whitecaps, and branded it with the region's name. Scott Lane, Whitecaps President, will talk to us about the team and, perhaps, what the future holds.



A Brief Glimpse of History of the Area's Professional Basement (from the Whitecaps website):

"Until the West Michigan Whitecaps began their inaugural season in 1994, Grand Rapids had been without a professional baseball team for 40 years, since the Grand Rapids Chicks disbanded in 1954. But, Grand Rapids has a strong history of baseball as more than 30 professional teams, both men's and women's, and dozens of amateur leagues have called this area home **since 1883**.

The original professional team in Grand Rapids was organized in late 1882 and played as a charter franchise in the Northwestern League in 1883. The team had no nickname and played home games at Recreation Park on weekdays and at Alger Park on Reeds Lake on weekends. Other teams, playing in a variety of leagues, went by such nicknames as Furnituremakers, Rustlers, Gold Bugs, Ganzeloids, Braves, Black Sox, Bissell Sweepers, Bill-Eds, Billberts, Billbobs, Dodger Colts, Chicks, Orphans, Jets and Joshers."

West Michigan Lions Clubs Projects Night Thursday, October 16, 6:00 pm

The 23rd West Michigan Lions Clubs Projects Night will be on Thursday night, October 16, 2014 at English Hills Terrance, 5179 West River Drive, Comstock Park 49231. A social hour begins at 6:00 pm, followed by a buffet-style dinner at 7:00 pm and the program. You should be on your way home by 9:00 pm. This event represents the coming together of many Lions Clubs from the west side of Michigan to celebrate the Lions goal of service and for many clubs to present of donations for Lion State and Regional Projects who serve visually impaired people.

During the social hour, attendees can visit and talk with representatives for some of the Lions' statewide and District 11C1 projects:

- * ABVI
- * All State Band
- * Leader Dogs for the Blind
- * Lions of Michigan Foundation
- * Michigan Eye-Bank
- * Paw's with a Cause
- * Sight Seer Radio.

There will also be presentations on Leader Dogs for the Blind, Lions off Michigan Foundation and the Michigan Eye-Bank. It's a great time to learn about the causes the Lions of Michigan support. Because the Grand Rapids Lions Club presents their donations to our charities throughout the year, our President sometimes reports this fact rather than handing our specific checks.

The Board has reserved a table for 10, but at the newsletter deadline, only 5 Lions have reserved their spots (Gary Anderson, Cheryl Anderson, Clarence Anderson, Don Jakel and Craig Nobbelin). Your Lions Club will cover the \$11.00 cost for anyone who wants to attend. If you want to reserve your spot at the table, please contact Craig Nobbelin at 616-458-0471 or c.nobbelin@yahoo.com no later than Friday, October 10.

Other Lion's News:

Club Finances: As most of you know, the club has two separate financial accounts. One is the *General Fund*, which reflects the finances for the operation of the club for meetings and other expenses. This is where our dues go. This fund is in good shape as we started the year. The other account is the club's *Activities Commission*, which is our charitable fund where the expenses and revenues are reported as we raise funds for our charitable giving.

This *Activities Commission* is also the account where the distributions are transferred from our endowment (Foundation Fund) at the Grand Rapids Community Foundation. As of June 30, 2014, the GRLC Foundation Fund at the Grand Rapids Community Foundation was valued at just over \$571,000. With ongoing contributions every year and increasing value in the investments, the club is getting closer to its goal of a million dollar endowment for our charities.