



2011 – 2012

Jim O'Connor Zone
Molly Penny, ZC
38954 N. Gish Avenue
Beach Park, IL 60099-3574
847.662.4917
Waukegan Uptown Lions

Russ Boehm Zone
Martin Reading, ZC
280 W. Prairie Walk Lane
Round Lake, IL 60073-4254
847.980.6986
Gagewood Lions

Milt Tuttle Zone
Lion Barbara Lahtinen, ZC
528 Montego Drive
Elk Grove Village, IL 60007-3469
847.593.6797
Elk Grove Village Lions

Melvin Jones Zone
Tom Lippert, ZC
33750 N. Christa Drive
Ingleside, IL 60041-8826
847.740.2470
Lake Villa Township Lions

Richard Kerscher Zone
Robert McCarty, Sr., ZC
897 Tiffany Farms Road
Antioch, IL 60002-1816
847.970.1816
Antioch Lions

Ang Marcheschi Zone
Alan Barack, ZC
901 Yorktown
McHenry, IL 60050-2440
815.715.6142
Fox Lake Lions

IPDG
Donald L. Hook
1102 Wadsworth Place
Vernon Hills, IL 60061
847.367.5461
Vernon Hills Lions

Foundation Trustee
Lawrence R. Spaeth, PDG
3107 N. Illinois Route 23
Harvard, IL 60033-9431
847.362.0034
Schaumburg/Hoffman Lions

Foundation Trustee
Priscilla M. Hedrick, PDG
37055 Mulberry Lane
Gurnee, IL 60031-1057
847.336.8747
Libertyville Lions

District 1-F

International Association of Lions Clubs

District Governor	1 st Vice-District Governor	2 nd Vice-District Governor	Cabinet Secretary	Cabinet Treasurer
Walter H. Holden 8757 N. Avers Avenue Skokie, IL 60076-2203 847.679.7457 Skokie Lions Club	Dennis S. Burns 1220 Palm Drive Wheeling, IL 60090-4440 847.459.1640 Niles Lions Club	Robert M. Surovitz 21337 W. Starry Lane Lake Zurich, IL 60047-8702 847.438.4689 Lake Zurich Lions Club	Kathleen Marusich 222 Brett Circle #A Wauconda, IL 60084-1589 847.691.3082 Vernon Hills Lions Club	Andy Toth, PDG P.O. Box 13 Gurnee, IL 60031-0013 847.223.1887 Vernon Hills Lions Club

October 23, 2011

Dear District 1F Lion/Lioness/Leo,

District Governor Lion Walt Holden has assigned me to chair the District 1F Convention Ad Book Campaign and act as your contact for ad placement in the 2011-12 Ad Book. Previous Ad Book Chair, 2nd VDG Lion Bob Surovitz is working closely with me to insure that high standards of past District 1F Ad Books are maintained in this year's issue.

As in the past, one of the essential parts of the District 1F Convention is the Convention Ad Book, and since our District 1F Convention is slated for March 2nd-4th, 2012; it's time to begin working on this year's Ad Book Campaign. Besides being a great way to communicate, the Convention Ad Book serves several purposes. Not only does it help offset the cost of the District 1F Convention, it also is a great way to raise funds for your Club through commissions.

Each Club participating in the Ad Book Campaign will receive a commission in the amount of 20% of your total sales. What's even better, these funds can be used for any purpose the Club desires from supporting the club to helping those in need.

There are many reasons why the Ad Book is a great annual fundraiser:

- The advertisers usually repeat their ads; so with just a modest effort, last year's ad can be used this year.
- There is no cost to the Club to participate.
- The advertiser may be able to deduct the ad as a regular business expense.
- The funds collected are not collected as a charitable donation; therefore, the club may use their commission for any purpose, including administrative expenses.

Enclosed you will find 2012 Ad Book order form, the Patron List Order Form, the Lions' Gram order form, and a layout providing Ad dimensions. You will need to use the lay out form to insure that ads being Submitted are the proper size and that they are camera ready.

This year's District Convention Committee, chaired by PDG Lion April Frick has stipulated that all clubs (continue on back)



"Lions Focus On Service"

be made aware that the 20% commission does not include the Club Ad for your particular club, but for other ads which your Club submits to the Ad Book Campaign. Also, the Convention Committee wants to BRING BACK the LION GRAMS as an important inner communication between our District 1F Lion members. To help publicize LION GRAMS, the messages will be sold for \$10.00 each or 4 for \$35.00.

Please know that I am here to help your club in any way that is needed, and to put the ad book together; not to handle your club's Ad Book Campaign. However, if you want or need assistance, I'll be available to help in any way possible to make your club's Ad Book Campaign a success.

Also, please don't forget the February 5th, 2012 deadline; anything received after that date cannot be included as the printing also needs time.

Cordially,
ZC Lion Molly M. Penny
Pennys246@comcast.net
847-662-4917