

M. E. R. L. O. TEAM

M

MEMBERSHIP

Larry E. Snyder, PDG
Ruthann Krause
Richard J. Schreiner
Carol C. Snyder

E

EXTENSION

Donald C. Trexler, IPDG – Chair
April Kucsan, 1ST VDG
Joseph J. Chunko, 2nd VDG
Richard Hanna

Campus Club

Judy R. Ott, Chair
Glen Santee, PDG

R

RETENTION

Karen Brady, Chair
Zone Chairpersons (All)

L

LEADERSHIP

Floyd "Bud" Godshalk, Chair
Paul C. Stoudt

O

ORIENTATION

Fredrick "Fred" Folland - Reg. I
Scott C. Lohman - Reg. II
Kathy Dieter - Reg. III

OBJECTIVE

- Focus on the positive, not the negative
- **Goal: Net increase in Membership of 65**
- **Plan to achieve our Membership Goal:**
 1. Add 2 new clubs & 1 new Campus Club
= 60 Members
80 Member Current Club Growth
75 Dropped Members = net +65 members
 2. Focus on strengthening small clubs
 3. Invite Zone Chairpersons to attend our meetings: to report specific club problems, help with recruiting new members & assist Retention Chairperson
 4. Encourage Club Membership Chairpersons to attend our meetings
 5. Offer Bridging program to Lioness Clubs
 6. MERLOW Column in every T. T.
 7. Provide Lions Member Decals for businesses to display in window
 8. New 18 page max. Orientation Booklet generated by the Leadership Team & Region Chairpersons
 9. Provide MERLOW Instruction at club meetings and Convention Seminars
 10. More PR (free & paid advertising)