



THE RENO REVIEW



OCTOBER 2022

The Latest News & Information for the Reno 2023 USA/Canada Lions Leadership Forum

UNIFORM PROMOTIONAL MATERIALS FOR YOUR CONVENTIONS

DEBBIE DOTY, MARKETING

In an effort to help Lions and LEOs share the excitement of the 2023 Reno Forum, the Marketing Committee has designed some downloadable promotional materials. These items are meant to help spread a consistent message with matching text and graphics.

We have created two designs. One is designed to be printed in two large 24"x36" sections and mounted to a 48"x36" tri-fold board. It would need to be sent to a professional shop to be printed on a wide-carriage printer. The other is designed with elements laid out on standard letter size to be printed on a home printer or color copier before arranging on a tri-fold board.

Both documents can be found in PDF format under the Promotions tab at LionsForum.org.



A MESSAGE FROM OUR GENERAL CHAIR JAMA WAHL



Lions and LEOs,
Let me introduce myself, I am Lion Jama Wahl. I have the privilege and honor of being the General Chairperson for the USA/Canada Lions Leadership Forum in Reno, Nevada, September 21-23, 2023.

Before I share information regarding Reno, we want to thank PID Randy Heitmann, General Chair for the Calgary Forum, and his Planning Committee as well as PCC Tyler Bray, Host Committee Chair, and his Host Committee for bringing such a fun-filled forum to Lions and LEOs. The smiles were

infectious. I am sure every attendee took home many ideas that could be used immediately to enhance leadership, membership and service.

So, what is in store for our attendees in Reno 2023? The Reno Forum promises to continue the great tradition of providing leadership and learning opportunities for Lions and LEOs. We want attendees to leave feeling energized and ready to serve! This year's theme is Up and Away with Leadership. Just like the balloons soar at the Great Balloon Race each fall in Reno, Lions and LEOs will soar, too.

In each monthly newsletter, a different aspect of the Forum will be featured. This month, we want to share a new marketing concept. Besides our newsletters and social media posts, a media package for the Reno Forum will be available on the website, www.lionsforum.org. Lions and LEOs are encouraged to use the media package to promote the forum at your club, zone, district and multiple district events. All Lions and LEOs are welcome at our annual Forum. Some just need to know more details about this exciting event! Please use the media package to share these details.

And, if you didn't register in Calgary, registration is open at, www.lionsforum.org.

It is time to soar Lions!
Up and Away with Leadership

Jama