

Past International President Frank V. Birch Dies

Frank V. Birch, who served as President of Lions International in 1937-1938, died August 8, 1973 at his home in Islamorada, Florida. Mr. Birch attended the 1973 International Convention in Miami Beach early this summer but shortly thereafter entered a hospital for tests. The funeral was held in Milwaukee, Wisconsin, August 11, with Past International President Clarence Sturm present as official representative of the Association.

Mr. Birch joined the Milwaukee Lions club in 1924 and was a District Governor in 1929-30. In 1931 he was elected to the International Board of Directors and in 1934 was elected Third Vice-President. During his tenure as President, he travelled widely to meet with Lions throughout the world. He was the first International President to visit Lions clubs in Hawaii, Alaska and Puerto Rico. Mr. Birch maintained his active role in Lions International following his term as President. He was twice designated an Ambassador of Goodwill and served for a time as chairman of the Public Relations Committee.

In addition to his life membership in the Milwaukee (Central) Lions club, he was an active member of the Lions club of Islamorada, Florida. Mr. Birch was also one of the founders of the Wisconsin Lions Camp for Blind Children at Rosholt, Wisconsin.

He was president and treasurer of his own manufacturing firm, BirchKraft, Inc., and for 38 years was a member of the national advertising agency Klau-Van Pietersom-Dunlap, Inc., and upon his retirement in 1957 was chairman of the Board of Directors. He also served as chairman of the Board of a shopping center in Madison, Wisconsin and as vice-president of Roa's Films of Milwaukee, one of the nation's largest film rental libraries and producers of religious film strips for teaching purposes.

He served as both president and as chairman of the Board of Directors of the University of Wisconsin Foundation which raises funds to help provide buildings, scholarships, research facilities and other necessities for the University. For many years he was a member of the Board of Directors of the Green Bay Packers football team.

Mr. Birch is survived by his wife, Roa, and three sons.

